HOW LONG WILL YOUR TV SET LAST?

TV DIGEST

COMPLETE PROGRAMS
WEEK OF FEBRUARY 14

15c

TV'S *Greatest Romances*

★

Hopalong

Coca

Edwards

Can you name these stars on WPTZ channel 3?...

Hope

Piazza

Montgomery

Durante

Churchill

Bendix

Powers

Barlow

Skelton

Myerson

Davis

Page

Swayze

Berle

Skinner

Wilson

Day

Cox

WPTZ
CHANNEL 3

- The top stars and top shows are seen exclusively on WPTZ. Whether your favorite is comedy, drama, cooking or sports, you'll find the best on Channel 3.

TV DIGEST

Contents

FEBRUARY 14, 1953
Vol. 7, No. 7

programs

Saturday 13
Sunday 17
Monday 20
Tuesday 23
Wednesday 26
Thursday 29
Friday 32
TV Flashes 11

features

Letters To The Editor 4
Video Vignettes 5
TV's Greatest Romances 6
My Partner Imogene—by Sid Caesar ... 8
TV Set Life Expectancy 10
TV Drama 12
Pinup-Of-The-Week—"Patches" 36
Bouquets 'n' Barbs—Hank O'Hare 37
Limerick Contest 38
Children's TV Nook—Joan Meyer 40
Sports Glimpses—Harvey Pollack 41
Norman Brooks 42

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Published weekly by TV Digest, 333 South Broad Street, Philadelphia 7, Penna. Kingsley 6-0807. Subscription Rates: 1 year $4.00, 2 years $7.00, 3 years $9.00, single copy 15c. Entered as Second Class Matter at the Post Office, Philadelphia, Pa. Allow 3 weeks for processing new subscriptions or change of address. Give old and new addresses.

Member: Audit Bureau of Circulations, National Television Program Publications

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LETTERS TO THE EDITOR

your voice in television

Please limit letters to 50 words. Give name and address for reference; name will be withheld if desired.

Trailer Trailer

. . . Thanks for that nice article on Rex Trailer in the January 17th issue of TV Digest. One minor point, however, should be cleared up for the sake of Rex's young following. The article states that Rex quit school at 14 to go into rodeo work. That's true, but it fails to point out that Rex continued his schooling while working in rodeos, dude ranches and night clubs. He not only finished high school but ended up at Columbia University in 1948.

J. J. Kelly, WPTZ

• *Rex Trailer failed to point out that fact to us and thank you for calling it to our attention.—Ed.*

Became A Mama

. . . Some months ago Ginny Graham dropped out of TV because of approaching motherhood. Has the blessed event occurred yet?

Dorothy Wiener, Phila.

• *Yes indeedy, congratulations are due Bob and Ginny Graham. Their firstborn, Janice Kay arrived at 11:59 P.M. on January 6, weighing in at 6 pounds, 12 ounces.—Ed.*

Who's Hank O'Hare?

. . . Every week in your book, we read the "Bouquets 'n' Barbs" which Hank O'Hare gives out. Why not give us a look at this guy and tell us about him?

Cathy and Ruth, Trenton, N. J.

• *Hank is a bit camera shy. However he won't mind us passing on a few facts about him. He's 43 years old, married and has two children. A modest and retiring chap, he's not at all the tough character he seems to be in his columns. A former pro as a newspaperman, musician and in the theatre, the combination seems to weld well as a TV reviewer.—Ed.*

Slowing Down To Ninety

. . . I see that Bill Slater is not on "Twenty Questions" any more. Why?

Mrs. J. Leonard Eicholtz, Landsowne, Pa.

• *After two decades of bearing a tremendous radio and TV load, Bill Slater made the decision to lighten that load by eliminating one of his more hectic, weekly TV appearances.—Ed.*

Missing Chordette

. . . Are my eyes deceiving me, or do I note a new face in Arthur Godfrey's Chordettes? What happened to the girl who used to be "second from the left?"

Carolyn Thomas, Phila.

• *Dorothy Schwartz is on a leave of absence from the Godfrey show . . . time out to prepare for a visit from Sir Stork.*

Gabby Facts

. . .How old is Gabby Hayes and is he married? Does he have children?

Louis Harvath, Jr., Phillipsburg N.J.

• *George (Gabby) Hayes was born on May 8, 1885 in Wellsville, N. Y. He's married but has no children.—Ed.*

Where's Waring?

. . . I have missed Fred Waring in his regular Sunday night spot. What has happened?

Joseph Hunter, Phila.

• *Waring has taken a mid-winter vacation from TV and the Pennsylvanians are on tour, fulfilling engagements cross country. Whenever possible the TV program will be telecast along the route.—*

Such An Error!

. . . After viewing "Trouble With Father" and "Life Of Riley" I am inclined to believe that the parts of Jackie and Junior in each respective program are played by Wesley Morgan. Am I correct in this belief?

D. E. Kalbach, Wernersville, Pa.

• *How wrong you are! It's true that "Junior" is played by Wesley Morgan in "Life Of Riley" but "Jackie" in "Trouble With Father" (the Stu Erwin Show) is played by a GIRL! She's portrayed by "tomboy" Sheila James.—Ed.*

video vignettes

Jane Froman

Singer-emcee of "U.S.A. Canteen", Jane Froman, has been named chairman of the N.Y. State Easter Seal Appeal for 1953. . . . Ford Foundation, whose project "Omnibus", has hit the top in TV sponsorship, is mulling over plans to present a similar venture for the kid set. . . . Screwball Ernie Kovacs has recorded his original theme, "Oriental Blues", and another ditty entitled, "Hot Cakes and Sausage". Both discs feature the music of the Tony DeSimone trio. Ernie himself vocalizes on the latter song. . . . Susan Delmar and Dana Wyatt, the actresses whose hands are the only thing seen on TV between them recently completed 444 performances on Kraft Television Theatre.

Skelton reported to be ready for his return to video. This time show will be either live or kinescope, with live presentation having the inside track. . . . Survey by leading TV commercial company indicates babies best cheesecake for TV sales appeal. The wee tiny tots are most effective of all. . . . New tele-film western, "Annie Oakley", will feature Gail Davis. . . . Jack Haley and Dorothy Lamour working on a TV series, "Family Act", which they'll try to peddle to a sponsor. . . . Julius LaRosa's initial platter, "Anywhere I Wander", fast hit on the market. Trade credits Godfrey's continual plugging of both singer and record for rapid success of the disc.

Red Skelton

June Valli

Hit Parade sponsor looking for an alternate backer to pick up the tab every other week. Show is reported to be costliest half-hour in TV, with $40,000 production cost. . . . Jack McComb, seen often in tough cop roles on "Man Against Crime", is one of original Keystone Cops. . . . John Cameron Swayze added new laurels to his long list of honors when he was recently named one of 10 best-dressed men in U.S. . . . Fans apparently believe Marie Wilson's a secretary. 20% of her fan mail comes into CBS written in shorthand. Because the shorthand letters are equally divided between Gregg and Pitman methods, net has hired two stenogs, each adept in one particular shorthand system, to translate.

Lush screen star, Yvonne DeCarlo, being considered for TV series. Plans won't jell 'til fall, due to her movie commitments. . . . Cathy Lewis tentatively set for leading role in MGM movie. . . . Theme music of "Foreign Intrigue" to be expanded into concerto. Music is original written by Charles Norman. . . . "Studio One" may be cut to alternate week appearance in near future. . . . "Sandy Wright, World Scout" is new dramatic-adventure film series soon to be produced in cooperation with Boy and Girl Scouts of America. . . . "Today", early ayem 2-hour stanza which recently started its second year with a larger group of backers, may get the axe treatment.

Yvonne DeCarlo

TV'S Greatest Romances

History's Romeos and Juliets have nothing on Video's

TOP TEAM: Marion Marlowe and Frank Parker put their hearts in their songs every Wednesday evening. Between shows, who knows?

ON St. Valentine's Day, the yearly date set aside for "the exchange of compliments by sweethearts," it seems only fitting that television's contribution to the world of romance should be considered. All the world loves a lover and on St. Valentine's Day televiewers should be more aware than ever of some of TV's great romances.

One of the most famous of such video teams is Marion Marlowe and Frank Parker. Perhaps it's the secretiveness surrounding their supposed romance that attracts the fans, perhaps it's their affectionate manner onstage, but no matter the reason, Marlowe and Parker are the favorite love duo of today.

Conflicting Ideas

There seems to be two schools of thought on this romance. There are those who insist the love affair is on the level. These fans interpret every glance exchanged by the duet as messages of adoration and affection. They sincerely believe that when they see Marlowe and Parker on the screen they are truly viewing an ideal love.

The other school, comprising the die-hards, cynics and non-romanticists, pooh-pooh the idea of an offstage romance. They declare that the endearing glances, the sly clasping of hands, the "moo-cow" eyes that the singers cast at each other, are strictly for publicity. They take odds that when the stars close up shop and move from in front of the cameras they hardly speak to each other, go their separate ways and have never even had a date together. They contend that 49 year old Parker is old enough to be Marion's father (at least the latter is perfectly true).

Actually, whether Marlowe and Parker will really end up Parker and Parker is anybody's guess. But so long as the romantic illusion is retained by this pair while before the cameras, the romantic fan, the guy or gal with the spirit of Valentine in his heart, will be happy and the cynic may continue to conjecture.

FAMOUS PAIRS: Ozzie and Harriet, Lucy and Desi, George and Gracie, are all real-life marital duos who combined romance and career successfully. Puppet Kukla admits the very human Fran is his special "cutie," shows it in his gestures, glances and voice.

One of the most poignant of the fictional video attachments is that of Kukla to Fran on the famous "Kukla, Fran and Ollie" show. Fran is the sweetheart of all the Kuklapolitans but there is a certain something about the bits she does with Kukla. A turn of Kukla's head, a shy twist of his hand, purveys to the viewer that the round-headed, bulbous nosed puppet holds Fran very dear to his heart.

Kukla Her Favorite

Fran can also be accused of a show of favoritism when it comes to Kukla. Her tones take on a bit more gentle edge, her smile becomes more personal and again the viewer gets the feeling that these two are mighty fond of each other.

Of course, of all the real-life husband-and-wife teams seen on television, the best known and best loved are Lucy and Desi. They have integrated their own personal life so expertly into their video life that the arrival of the Arnaz baby necessitated the announcement of Mrs. Ricardo's expectancy.

Fans were well aware of Lucille Ball and Desi Arnaz's tempestuous romance and married life long before the pair hit the coaxials. Desi, the Cuban sensation of the theater and night club circuit, announced his marriage to the explosive redheaded Miss Ball on the stage of the Roxy Theater in New York. Immediately the columnists set up odds on how long the marriage would last. Eleven years later Mr. and Mrs. Desi Arnaz are the pride of the television world.

The viewer realizes that behind the slapstick and shenanigans that go on during the "I Love Lucy" half-hour, Ricky Ricardo and his dizzy spouse are deeply in love with each other, as much as Mr. and Mrs. Arnaz. As Desi himself explains it, "'I Love Lucy' means more to me than just the title of a radio and TV series . . . the phrase 'I Love Lucy' is the key to my heart . . . every week it's my way of saying to the world how much I adore my beautiful, talented wife, Lucille Ball."

George Burns and Gracie Allen are a pair who appeal to Mom and Pop on the romance angle. They represent 26 years of happy married life and depict on the screen perhaps not a quite normal family life but at least a companionable attitude which inclines Pop to quietly take Mom's hand in silent agreement.

Another popular romance that has been brought into the home via TV is that of Harriet Hilliard and Ozzie Nelson. Theirs is at the family stage, between the blooming era of Lucy and Desi and the settled down phase of George and Gracie.

Many Others

Television boasts many other married teams, including Mike and Buff, Raymond Scott and Dorothy Collins, Sydna Scott and Jerome Thor (of Foreign Intrigue), Keith and Sylvia Textor, Fred Vandeventer and Florence Rinard (of Twenty Questions).

Every age group, every fan, has his own favorite TV romance. No matter the group or the individual taste, the fan loves his romance and television has some greats to offer.

My Partner IMOGENE

By SID CAESAR

THE chance that brought Imogene Coca into my professional life is one of those happy breaks that make you believe in FATE. After three years of perfect partnership, it's hard for me to imagine what I would have done without her.

I love that gal. I can say that without fear of making Florence, my wife, jealous. She loves her the same way. It's the kind of feeling you have for somebody who's not only a consummate artist, but a real person of sensitivity and extraordinary gentleness.

In everything she does and in every way she reacts Imogene shows that sensitivity. Her love of animals, for example. She loves all living things and is usually surrounded by an assortment of pets. At the moment she has a French poodle named Apricot, a cat, a shepherd dog and a mynah bird, all living with her in her terraced pent-house. There have been times when, visiting her, you'd have to thread your way through a welter of parrots, turtles, seahorses and once, a skunk. She's so fond of flowers that she hates to throw even the dead ones away. Somebody else has to do it for her.

Imogene has her idiosyncracies—as most artistic people do. Maybe hers are a little more peculiar than most. She's constantly engaged in a battle with mechanical things—elevators, taxicabs (she usually rides in a cab with her head hanging down between her knees). She avoids riding in crowded elevators, and the automatic kind are likely to give her the screaming meemies. She won't ride in a plane except in case of dire emergency, which often makes it tough for me when it means a long train ride to some out-of-town performance. But that's a small price to pay for so valuable a partnership. One thing about us—we respect each other's lunacies.

Then there are her superstitions. She has a barrel of them. Everything she does, she does in pairs. If it's kisses, there are always two. If a pat on the back, it's two pats. It's to make the cycle complete, she explains, if you know what she means.

It's probably because we're so different that we complement each other so perfectly. For example, she hates to eat, and dislikes eating in front of anyone. Me, I love food. I could eat all the time. She has a tendency to underplay her comedy. I am likely to overplay. That's why our association has been so rewarding for me. She keeps me toned down.

Finished Artist

When I first started working with Imogene on the Admiral Revue in 1948, I was virtually a novice, she a finished artist. She was a performer of great polish and wisdom. Fortunately, I had sense enough to profit from her experience. I learned things that, blundering along alone, might have taken me many years to learn. And I'm learning all the time. I've been like a beginner who has the good fortune to be associated with a genius for a master.

This may sound a little exaggerated. But only those who know Imogene can appreciate what I mean—and they are few. She's a hard person to know—she's so shy and honestly unassuming. She never takes her status as star for granted, or presumes on her position.

When we're rehearsing, she waits patiently until she is called, like the greenest little tyro. And she thinks nothing of pinch-hitting for a secretary, answering the phone or distributing mail—a habit that's endeared her to the office force.

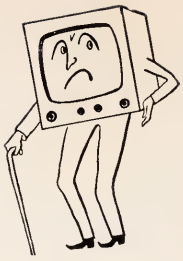
But then everybody loves Imogene. She tries to build up everybody who works with her, and never tries to hog a scene. I have to keep her from throwing everything to me.

It's amazing that two people as different as we and as neurotic (let's face it: we are) get along without any friction. Did you ever see two prima donnas, male or female, or assorted, in a clash of opposing temperaments? Well, that's never happened with us. Could be that Max Liebman, our producer, in his quiet, gentle way has something to do with keeping the peace, but I don't think so. Imogene and I respect each other's talents, if you will, have the same point of view and approach to our work, and think so much alike that there's little ground for clashes.

I often wonder what I'd do without Imogene—this bundle of talents who's good at everything—dancing, singing and even straight drama, and whose capacity for pathos and wistfulness is that of a really great artist. It's hard for me to conceive of working without her. For Imogene Coca is my great friend as well as being my "perfect" partner.

FINISHED PERFORMER: "Ever watch the amazing changes of expression on Imogene's face?" asks Sid Caesar. "She's a finished artist at pantomine, song and dance, too."

What's The **LIFE EXPECTANCY** *Of Your TV Set?*



TV Digest digs up some interesting facts and figures

THE big question to both old and new TV set owners is "How long will my set last?" So, TV Digest instituted a quick survey and found that various authoritative sources differ in opinions.

Some reputable trade journals estimate that the average set should last eight and one-half years. This average covers all makes of sets and was given by a group of top statisticians in the business.

Local servicemen seem to disagree with this estimate. They point out that a figure of eight and one-half years is assuming a great deal, especially since TV sets have only been in the home for the past five years.

There are also differences of opinion in predictions on the life-expectancy of the picture tube.

Some say the average tube should last for five and one-half years. Others consider this to be the exception rather than the rule. Television servicemen mostly say two years would be a better estimate from their experience in servicing all makes of sets.

In order to pin down these estimates and clarify the diversified opinions, TV Digest checked with the engineering maintenance department of WFIL-TV and received this sound reasoning from an engineer's unbiased standpoint.

The eight and one-half year estimate is probably based on a depreciation point of view as well as an overall life expectancy estimate. Your TV set, at the age of eight and one-half years, would probably have reached a major breakdown stage.

On the matter of life expectancy of a picture tube, the engineering authority feels that two and one-half years or approximately 3,000 hours of use is the best average to consider. This is based on the idea that the average tube is used about five hours per day, day in and day out.

There are recorded instances where a set has been in operation, without benefit of service or maintenance, for three to five years. There are also instances where the same make set, used for the same average number of hours per day, has needed service within a few months. This happens in the best of families, in the best of any and every product manufactured.

From all sources tips for helping prolong the life of a set were received. They include:

1. ***Do not let your set stand idle, particularly during summer months. Humidity and dampness cause damage, so get a neighbor to turn your set on occasionally while you're vacationing.***
2. ***Don't move your set unnecessarily.***
3. ***Keep the face of your set dusted and clean.***
4. ***Don't snap your set on and off unnecessarily.***

After considering all opinions, it would seem the average TV set owner can plan on keeping his present set for eight and one-half years during which time he will need maintenance on small parts five or six times and purchase two new picture tubes. Don't forget that's AVERAGE. Your set may do better . . . or worse.

tv flashes

The latest program news and information.

SATURDAY: Perry Como hosts the All-Star Revue with guests Ben Blue and Patti Page (8 P.M., Ch. 3) . . . Dick Haymes is Jackie Gleason's guest (8 P.M., Ch. 10). . . . Arthur Treacher visits I've Got A Secret (9:30 P.M., Ch. 10). . . . Joey DeJohn boxes Dick Wagner (9 P.M., Ch. 6).

Blue

SUNDAY: The record industry is saluted on Toast of the Town (8 P.M., Ch. 10) with top stars like Gene Autry, Teresa Brewer, Joni James, and a filmed clip of Bing Crosby featured. . . . Eddie Cantor hosts the Comedy Hour (8 P.M., Ch. 3) with guests Connie Russell, Frank Loesser, and Sharon Baird.

MONDAY: The DeMarco sisters visit Red Buttons (9:30 P.M., Ch. 10). . . . Cesar Brion boxes Bob Baker (10 P.M., Ch. 6). . . . Dorothy Warenskjold sings on Voice of Firestone (8:30 P.M., Ch. 3). . . . Frank Conniff, Janis Carter, W. H. Lawrence and Morey Amsterdam comprise Who Said That panel (10:30 P.M., Ch. 3).

TUESDAY: Janis Carter visits Where Was I (9 P.M., Ch. 6). . . . Florence Desmond is Milton Berle's guest. (8 P.M., Ch. 3).

THURSDAY: Broderick Crawford stars on Ford Theatre's "Margin of Fear." (9:30 P.M., Ch. 3).

FRIDAY: Sammy Kaye guests on Twenty Questions (10 P.M., Ch. 6). . . . Marion Marlowe and Frank Parker visit Perry Como (7:45 P.M., Ch. 10). . . . Dennis Day's guests are Kukla, Fran and Ollie (8 PM., Ch. 3). . . . George Araujo boxes Paddy DeMarco (10 P.M., Ch. 3).

Schedule Changes: Fred Waring returns for one time only Sun. at 9 P.M., Ch. 10 while out on his tour but the filmed dramas will come back the following Sunday. . . . On Fri. morning Round the Town with Nancy moves to 10 A.M. and At Your Service to 10:30 on Ch. 10. . . . Americans All switches to Sat. at 10 A.M., Ch. 10 on Feb. 21. . . . Names in the News and Cash on the Line become a Mon. thru Fri. show on Ch. 10. .

Waring

New Shows: Alan Young returns to TV as alternate week host of Time to Smile, Sun. 9:30 P.M., Ch. 10. . . . A new wrestling show debuts at Sat. at 10 P.M., Ch. 10. . . . I Am the Law with George Raft starts Wed. at 10:30 P.M., Ch. 3. . . . Ding Dong School provides education for kids, Mon. thru Fri., 11 A.M., Ch. 3.

Young

Advance Tips: When George Jessel hosts the All-Star Revue on Feb. 28, his guests will include Fred Allen and Bob Hope. . . . Frank Sinatra joins Martha Raye on Feb. 21 on the program. . . . Cesar Romero plays the lead in "All's Fair in Love" on Ford Theatre on Feb. 26. . . . Ch. 6 has an auto show slated for March 1, a blood donor show on March 5, and a show about housing on Feb. 27. . . . Nat King Cole visits Perry Como on March 18. Perry himself takes a week off on Feb. 23. . . . The Ritz Brothers host Comedy Hour, Feb. 22.

Allen

tv drama

Synopses of The Plays On Television This Week

SUNDAY

5:00 p.m.-5:30 (3) HALL OF FAME "Crown of Wings." An incident in the life of John James Audubon while he was in New Orleans, Louisiana.

9:00 p.m.-10:00 (3) TELEVISION PLAYHOUSE "Mr. Pettengill Here." Arthur Treacher stars in the comic tale of an angel who is given four days and the power to perform three miracles in order to marry off two people who have never met.

10:00 p.m.-10:30 (10) THE WEB "The Patsy." A parole officer is accused of being too lenient with the ex-convicts in his charge. Warren Stevens, Constance Ford.

MONDAY

9:00 p.m.-9:30 (3) HOLLYWOOD OPENING NIGHT "The Pattern." Gloria Swanson makes her television drama debut in the story of a famous actress who tries to fashion her daughter's life after her own.

9:30 p.m.-10:30 (3) ROBERT MONTGOMERY PRESENTS "The Burtons." The Lockharts, June, Gene and Kathleen, portray an early-1900 New England family affected by the invention of the auto and the Suffragette movement.

10:00 p.m.-11:00 (10) STUDIO ONE "The Walsh Girls." The story of two sisters and how one's happy marriage is nearly destroyed by the possessiveness of an elderly spinster.

TUESDAY

9:00 p.m.-9:30 (3) FIRESIDE THEATRE "Boundary Line." Trouble arises when a government land survey reveals an error in the boundary line between private land and a Navajo Reservation. George Nader and Joy Page.

9:30 p.m.-10:00 (3) CIRCLE THEATRE "Recording Date." A ruthless recording manager has his tough reputation challenged when he faces the problem of whether or not to tell an elderly singer the truth. Fritzi Scheff stars.

9:30 p.m.-10:00 (10) SUSPENSE "The Quarry." Jeffrey Lynn, Robert Middleton and James Daly in the story of a man who discovers he has mistakenly been "fingered" for death by a relentless gang of killers.

10:00 p.m.-10:30 (10) DANGER "Says The Spider to The Fly." A young hoodlum is stalked by his partner's family after partner is caught by the cops. The revengeful relatives want the "loot" from the robbery and believe the youthful bank bandit has it.

WEDNESDAY

8:30 p.m.-9:00 (3) CAVALCADE OF AMERICA "A Matter of Honor." The true and tragic story behind the ill-fated marriage of Sam Houston while he was Governor of Tennessee.

9:00 p.m.-10:00 (3) KRAFT THEATRE "Snooksie." A simple assignment to find a teddy bear belonging to his publisher's granddaughter, entangles a reporter in murder and kidnapping. Jack Lemmon stars as the reporter.

THURSDAY

9:30 p.m.-10:00 (3) FORD THEATRE "Margin for Fear." Broderick Crawford plays a tough-fisted cop who is jailed for misconduct. While serving a year's sentence in the County Cooler, the cop vindicates the tactics responsible for his incarceration by stopping the lynching of an innocent man. Mari Aldon co-stars.

10:30 p.m.-11:00 (10) THE UNEXPECTED "Split Second." In the split second it takes a man to fall from the Queensboro Bridge in a suicide dive, his past passes before his eyes.

FRIDAY

9:00 p.m.-9:30 (10) PLAYHOUSE OF STARS "The Devil's Other Name." Arthur Franz portrays a murderer who thinks the murder of his wife is the perfect crime but doesn't consider Fate and her ways. Marjorie Lord plays the wife, Virginia Hall the wealthy "Amour", Lamont Johnson the Bothersome brother.

Saturday

	WPTZ	WFIL-TV	WCAU-TV
	3	6	10

FEBRUARY 14

MORNING

9:00 **10** **TIME, MUSIC AND RESUME** (Ph-F) Background music with up-to-date programming information.

9:45 **3** **TODAY'S HEADLINES** (Ph-F) Flashes of top news events.

10 **INDUSTRY ON PARADE** (Ph-F) A look at products and production of large and small businesses.

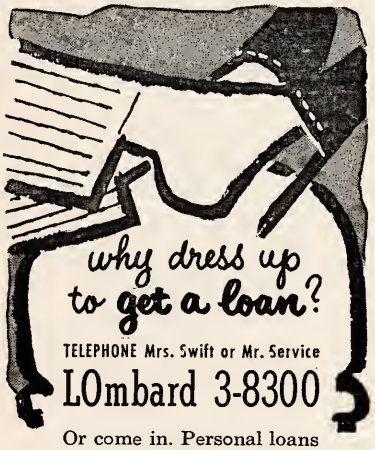
10:00 **3** **RIDIN' THE TRAIL** (Ph-L, F) Rex Trailer presents a western movie

10 **JUST US KIDS** (Ph-L) Patches wears his coonskin cap as he plays his guitar, sings and tells stories. (See pinup and story on pages 36, 37.)

10:15 **6** **SCOUTING IN ACTION** (NY-F) Boy Scouts demonstrate their training. "Rural Scouting" is day's topic.

10:30 **6** **ROOTIE KAZOOTIE** (NY-L) Mr. Deetle Dootle gets set to receive an honor from the President.

10 **PIONEER PLAYHOUSE** (Ph-L, F) Patches introduces a Gene Autry serial "Phantom Empire." Parts eight and nine.



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11:00 **3** **C'MON TO UNCLE PETE'S** (Ph-L, F) Pete Boyle tells stories and presents cartoons to entertain kids.

6 **CHIEF HALFTOWN'S PERFORMERS** (Ph-L) The Seneca Indian Brave introduces talented children.

10 **JUST US KIDS** (Ph-L, F) Patches introduces cartoons for the children (See pinup and story, p. 36, 37.)

11:30 **3** **SATURDAY WITH GRADY AND HURST** (Ph-L) Variety, with dancing, mystery song contest, honors for the school of the week, and popular recordings featured. Joe Grady and Ed Hurst are co-hosts.

6 **SKY KING THEATRE** (Ph-F) Kirby Grant stars in "Deadly Cargo," the story of the crash of a transport plane and smuggled gold.

10 **SMILIN' ED'S GANG** (NY-F) Ed McConnell tells the kids about "The Leopard Hills."

12:00 **6** **MRS. FIXIT** (Ph-L) Deborah Adams demonstrates repair techniques.

10 **THE BIG TOP** (Ca-L) Jack Sterling presents youthful trampoline artists, trained seals, feminine trapezist, trampoline duo.

12:15 **6** **STORIES RETOLD** (Ph-L) Rev. Stanley Gambell tells a story titled, "Redcap No. 42."

AFTERNOON

12:30 **3** **TRI-STATE FARM SERVICE** (Ph-L) "The Poultry Outlook for 1953." Predictions of price rise for eggs.

6 **THE BIG PICTURE** (Ph-F) Infantry.

1:00 **3** **HOLLYWOOD PLAYHOUSE** (Ph-F) "Swamp Woman." Ann Corio, Jack La Rue. A cafe dancer comes to the wild swamplands.

6 **RAMAR OF THE JUNGLE** (Ph-F) Jon Hall stars. (Contest, page 38.)

10 **MEET ME AT THE ZOO** (Ph-L, F) John A. Griswold introduces birds famous in fact and fiction.

1:30 **6** **WESTERN THEATRE** (Ph-F) "Gun Smoke," Buck Coburn, Monty Montana.

10 **WESTERN FEATURE** (Ph-F) "Prairie Pals." Bill Boyd, Lee Powell.

2:00 **3** **DIG DOBSON** (Ph-L) Charlie Dobson plays popular records for an afternoon of entertainment.

2:30 **10** **NEWS** (Ph-L) Latest happenings.

2:35 **10** **WESTERN FEATURE** (Ph-F) "Billy the Kid, Sheriff of Sage Valley." Buster Crabbe, Al St. John.

2:45 **6** **RAMAR OF THE JUNGLE** (Ph-F) Further adventures of the admirable medico. (Contest, page 38.)

(Continued next page)

THERE IS ONLY ONE

OLD ORIGINAL BOOKBINDER'S

125 WALNUT STREET

Phila's Famous Seafood Restaurant

reach!

Kit CARSON

comes out of the old west onto your television screen. Presented by your Coca-Cola Bottler.

TONIGHT

6:30 P.M.

WPTZ

CHANNEL 3

NOW!!

PETER LIND HAYES

AND

MARY HEALY

AT THE

LATIN CASINO

DINNER FROM 6 P.M.

ON THE TONIGHT AT 10:30

FORD FILM PLAYHOUSE

"PAROLE, INC."

starring

Michael O'Shea, Turhan Bey

WFIL-TV, Channel 6

presented by

Your Ford Dealer

SATURDAY (continued)

3:30 10 **NEWS** (Ph-L) Flashes reported.

3:35 10 **SATURDAY CINEMA** (Ph-F) "Nicholas Nickleby." Sir Cedric Hardwicke, Jill Balcom. Character story based on the Dickens' classic.

4:30 10 **NEWS** (Ph-L) News round-up.

4:35 10 **GHOST RIDER** (Ph-L, F) "The Lone Rider and the Bandit." George Huston, Al St. John featured. The Masked Man also continues his Gene Autry contest with the youngsters vieing for an opportunity to see the cowboy star in person on Feb. 27 at the Arena.

5:00 3 **REX TRAILER'S RANCH HOUSE** (Ph-L) Rex Trailer offers western hospitality to youngsters.

5:30 3 **ROY ROGERS** (Ph-F) "Shoot to Kill." Roy prevents a stagecoach robbery and a lynching but the Opal gang sneaks into town through a ruse and robs the bank.

10 **JOHN WAYNE WESTERN THEATRE** (Ph-F) "Lawless Range." The hero runs into bullet trouble.

6:00 3 **RANGE RIDER** (Ph-F) Jack Mahoney and Dick Jones in "Fatal Bullets."

6 **ANYWHERE, U.S.A.** (Ph-F) Drama. "Both Ends of Locust Street." A family faces the problem of an operation for one of its members.

6:30 3 **ADVENTURES OF KIT CARSON** (Ph-F) Bill Williams stars in "Badman of Briscoe." Denver Pyle.

6 **TELEVISION NEWSREEL** (Ph-L, F) Frank Hall reports late news.

10 **WHAT IN THE WORLD** (Ph-L) Dr. Froelich Rainey, moderator. Dr. Carleton Coon, Dr. Schuyler Cammann and a guest expert look over strange art objects.

6:40 6 **WHAT'S THE WEATHER?** (Ph-L) Francis Davis with Sunday forecast.

6:45 6 **GEORGE WALSH LOOKS 'EM OVER** (Ph-L) The latest in sports and interviews with sportsmen.

7:00 3 **TO BE ANNOUNCED**

6 **TV TEEN CLUB** (Ph-L) Opportunity show for talented teen-agers. Regulars Nancy Lewis, Sonny Graham, Andrea McLaughlin reminisce in production numbers of the old tunes and times when "Pops" Whiteman and Bing Crosby were together with the Rhythm Boys.

10 **STORK CLUB** (NY-L) Sherman Billingsley welcomes comedian Victor Moore and vocalist Dolores Gray to a quiet corner of his celebrity-haunted night spot.

7:30 3 **MY HERO** (LA-F) Beanblossom (Robert Cummings) wins a friend and influences people by the simple process of repairing an old man's bicycle.

Gray	Como	Blondell	Page	Haymes	Treacher
7 P.M. (10)	8 P.M. (3)	8 P.M. (3)	8 P.M. (3)	8 P.M. (10)	9:30 P.M. (10)

6 **LIVE LIKE A MILLIONAIRE** (NY-L) John Nelson puts the talent sprouts through their paces and introduces their entertaining parents in a talent competition.

10 **BEAT THE CLOCK** (NY-L) Contestants from the audience perform Bud Collyer's famous stunts.

8:00 3 **ALL STAR REVUE** (NY-L) Perry Como doubles as emcee and star of a musical-variety program as he duets with Patti Page, clowns with Ben Blue and dances with Joan Blondell.

6 **FEATURE PLAYHOUSE** (NY-F) "Story of Shirley Yorke." Dinah Sheridan, John Robertson in leading roles.

10 **JACKIE GLEASON SHOW** (NY-L) Jackie Gleason with Audrey Meadows, Dick Haymes, Joseph Ferko 16-piece string band.

9:00 3 **YOUR SHOW OF SHOWS** (NY-L) Sid Caesar, Imogene Coca headline comedy and musical revue featuring Jack Russell, Carl Reiner, Howard Morris, Bill Hayes, Judy Johnson, Mata and Hari, Bambi Linn and Rod Alexander, Marguerite Piazza, Billy Williams' Quartet. (See story on page 8.)

6 **SATURDAY NIGHT FIGHTS** (Syr-L) Joey De John vs. Dick Wagner in 10-round light heavyweight bout at Syracuse Coliseum. Bill Stern describes the blow-by-blow.

10 **ABBOTT AND COSTELLO** (Ph-F) The short and long of funnymen teams in skits and sketches.

9:30 10 **I'VE GOT A SECRET** (Ph-F) Panelists Jayne Meadows, Faye Emerson, Henry Morgan, Bill Cullen try to guess the secrets of Arthur Treacher and some less well-known guests. Garry Moore, MC.

9:45 6 **FIGHT TALK** (NY-L) Red Smith, Don Dunphy comment on preceding bout, tell boxing stories.

10:00 6 **WRESTLING** (Ph-F) Matmen tangle in bouts held at Kansas City.

10 **FOREIGN INTRIGUE** (Ph-F) "Foreign Intrigue in Glass." Sound waves and an unstable glass vase protect correspondent Cannon (Jerome Thor) when he slips behind the Iron Curtain to bring out a formula for a super explosive.

10:30 3 **YOUR HIT PARADE** (NY-L) Program of top song hits. Songs by Dorothy Collins, Snooky Lanson,

6 **FORD FILM PLAYHOUSE** (Ph-F) "Parole, Inc." Michael O'Shea, Evelyn Ankers, Turhan Bey. A parole board is controlled by the underworld until a government investigator comes to the aid of local police.

10 **IT'S NEWS TO ME** (NY-L) John Daly moderates as panelists Anna Lee, John Henry Faulk, Quentin Reynolds, Nina Foch try to confuse audience challengers with identification of news objects.

11:00 3 **SATURDAY NIGHT PLAYHOUSE.** (Ph-F) "The Return of Jimmy Valentine." Roger Pryor, Charlotte Henry. A publicity gag sets a Chicago reporter on the trail of the famous safe-cracker.

10 **JOHN FACENDA AND THE NEWS** (Ph-L, F) Analysis of day's events.

11:10 10 **WRESTLING** (Ph-F) Hombre Montana meets The Zebra Kid in the main event. Bobby Becker wrestles Frank Jares in the prelims.

11:55 6 **TELEVISION NEWSREEL** (Ph-L, F) Frank Hall rounds up headlines.

12:05 6 **WHAT'S THE WEATHER?** (Ph-L) Francis Davis with weather outlook for Sunday.

12:15 3 **NEWS** (Ph-L) Gabe Millerand makes the late news round-up.

10 **FEATURE FILM** (Ph-F) "Sea Racketeers." Weldon Heyburn, Jeanne Madden. A couple of coast guardsmen become involved in a fur-smuggling racket on the high seas.

12:20 3 **THOUGHT FOR TOMORROW** (Ph-F) A church speaker's thoughts.

Stations and networks reserve right to change listings and points of origination without notice

NEW YORK
NON-STOP TURNPIKE LIMITED
NOW! Hourly Service
FIRST DEPARTURE 6:30 A.M.
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THE ALAN YOUNG SHOW

IS BACK!

More fun than ever!

It's "Time to Smile!" with Alan!

Presented by Bristol-Myers Company

AND NEXT SUNDAY

Channel 10 9:30 P.M.

KEN MURRAY RETURNS

Sunday

	WPTZ	WFIL-TV	WCAU-TV
	3	6	10

FEBRUARY 15

MORNING

9:45 3 **TODAY'S HEADLINES** (Ph-F) Flashes
10 **TIME, MUSIC AND RESUME** (Ph-F) Music with day's program flashes.

10:00 3 **RELIGIOUS FILM** (Ph-F) Bible lesson in pictorial form.
10 **FILM FEATURETTE** (Ph-F) Brief glimpses of interesting topics.

10:05 6 **SUNDAY SCHOOL** (Ph-F) Bible lesson for all on Sunday morning.

10:15 3 **MR. WIZARD** (Ph-F) Mr. Wizard (Don Herbert) shows the principles involved in the working of jet planes by making jet-propelled roller skates from gun powder.
6 **SUNDAY COMICS** (Ph-L) Big Brother Shelly reads the comics.
10 **TV NEWSREEL** (Ph-F) Louis De Angelo gives up-to-the-minute news.

10:30 6 **WHAT'S YOUR TROUBLE?** (Ph-F) Dr. and Mrs. Norman Vincent Peale
10 **FILM FEATURETTES** (Ph-F) Brief glimpses of interesting topics.

10:45 3 **MAGIC CLOWN** (Ph-F) Amazing feats of magic for the children.
6 **HOME THEATRE** (Ph-F) Western.

11:00 3 **JOE DiMAGGIO'S CLUB** (NY-L, F) Bob Russell hosts the kids' sports show and picks the "super-boy." Goalie Chuck Rayner guests.
10 **CARTOON CORNER** (Ph-F) Animated films delight the youngsters.

11:15 3 **FILM FEATURETTE** (Ph-F) Brief glimpses of interesting topics.
10 **HERE'S WILLIE** (Ph-L, F) Cartoons

11:30 3 **FRONTIERS OF FAITH** (Ph-F) Three major faith groups in the United States join in a "back to God" program. Pres. Eisenhower speaks from the White House.
10 **CHILDREN'S HOUR** (Ph-L) Stan Lee Broza presents talented children. Washington's Birthday is observed.

AFTERNOON

12:00 3 **JUVENILE JURY** (Ph-F) Moppets of various ages give serious consideration to life's problems.
6 **HIPPODROME** (NY-L) Kid's show.

12:30 3 **CAPTAIN MIDNIGHT** (Ph-L, F) The mysterious pilot is host.
6 **FAITH FOR TODAY** (NY-L) Rev. W. A. Fagal preaches a sermon.
10 **CANDY CARNIVAL** (Ph-L) Gene Crane presents youthful circus and carnival acts in competition.

1:00 3 **ACADEMY THEATRE** (Ph-F) "Sleep My Love." Don Ameche, Claudette Colbert, Robert Cummings. A two-timing husband tries to murder his wife by driving her insane.
6 **ANYWHERE U.S.A.** (Ph-F) "Dream Story." A modern wonder drug.
10 **IN THE PARK** (Ph-L) Bill Sears chats with his animal friends.

1:30 6 **JUNIOR PRESS CONFERENCE** (Ph-L) Ruth Geri Hagy moderates as a panel of college newspaper reporters quiz Sen. G. A. Smathers (D-Fla.) on "Segregation in Education."
10 **PETS AND PALS** (Ph-L) Pat Shryock, Barry Cassell show lost pets.

1:45 10 **THE OLD STORY** (Ph-L) Patches drops in for a Sunday visit. (See Pinup and story on pages 36, 37.)

2:00 6 **GUILD PLAYHOUSE** (Ph-F) "Hijacked." Jim Davis, Marsha Jones. Inside story of the men who drive by night.
10 **JUNIOR GENIUS** (Ph-L) Bill Hart tosses tough questions at the kids.

2:30 3 **AMERICAN FORUM OF THE AIR** (DC-L) "How Can We Best Combat Communism?" Harold H. Vilde (R-Ill.) debates James B. Carey.
10 **THEY SHALL BE HEARD** (Ph-L) High school pupils discuss such topics as open mindedness.

3:00 3 **VICTORY AT SEA** (NY-F) "D-Day." The build-up of men and materials, films of Rommel inspecting Nazi coastal guns, 4000 ships converging on Normandy.
10 **LAMP UNTO MY FEET** (NY-L) Drama, "The Clue," co-stars Paul Tripp and Ruth Enders. Dr. Lyman Bryson moderates the discussion segment with Dr. James Kennedy, Mrs. Robin Barbour.

3:30 3 **LILLI PALMER SHOW** (Ph-F) Lilli chats with Friedlind Wager about her famous composer-grandfather.
6 **VOICE OF PHILADELPHIA** (Ph-L) "Jamboree 1953." John McCullough talks with Boy Scouts.
10 **MAN OF THE WEEK** (DC-L) Ron Cochran interviews Walter Reuther.

3:45 3 **NATURE OF THINGS** (Ph-F) "Controlled Electrons." Dr. Roy K. Marshall gives the first in a series of explanations of how television works.

4:00 3 **KUKLA, FRAN AND OLLIE** (LA-L) Dennis Day is the special guest.
6 **FILM FEATURETTE** (Ph-F) Brief looks at interesting topics.
10 **QUIZ KIDS** (Ph-F) Joe Kelly holds onto his mortar-board as the keen-minded moppets give out info.

4:15 6 **OPPORTUNITY UNLIMITED** (Ph-L) Leeds and Northrop sends a representative to advise an ambitious youngster.

Colbert	Tripp	Day	Douglas	Elliott	Cox
1 P.M. (3)	3 P.M. (10)	4 P.M. (3)	4:30 P.M. (10)	5:30 P.M. (3)	7:30 P.M. (6)

SUNDAY (continued)

4:30 **3** **ZOO PARADE** (Ch-L) R. Marlin Perkins, curator of Lincoln Park Zoo discusses the "Transplantation of Animals."

6 **THE NAME'S THE SAME** (Ph-F) Robert Q. Lewis MC for Joan Alexander, Meredith Willson, Jerry Lester.

10 **OMNIBUS** (NY-L, F) Alistair Cooke introduces Paul Douglas in Saroyan's play "The Oyster and the Pearl;" "The Wheat Field," an example of time-lapse photography; exhibition of the Cellini Cup; final Paris Ballet, "Under the Bridges of Paris."

5:00 **3** **HALL OF FAME** (NY-L) "Crown of Wings." (See TV Drama, page 12.)

6 **SUPER CIRCUS** (Ch-L) Claude Kirchner presents circus acts.

5:30 **3** **FRONTIER PLAYHOUSE** (Ph-F) "Phantom of the Plains." Red Ryder stars. Romance and intrigue of the Western railroad era.

EVENING

6:00 **6** **TERRY AND THE PIRATES** (Ph-F) "The Chinese Coffin." A wealthy Chinese concocts an elaborate scheme to have himself declared dead in order to swindle his heirs but Fate and fly boys intervene.

10 **YOU ARE THERE** (NY-L, F) "On the spot" reporting of the Boston Tea Party. Walter Cronkite narrates.

6:25 **3** **SPORTS FINAL** (Ph-L) Norman Brooks reviews the latest sports

6:30 **3** **STRANGER THAN FICTION** (Ph-F) Canary college, puppet opera, blind repairman featured.

6 **THIS WEEK IN PHILADELPHIA** (Ph-L, F) Human interest happenings in the city during the week.

10 **SEE IT NOW** (NY-L, F) Edward R. Murrow's magazine of the air.

6:40 **3** **NEWS** (Ph-L) Harry K. Smith reports late news roundup.

6:45 **3** **KIERAN'S KALEIDOSCOPE** (Ph-F) John Kieran's science show.

6 **WALTER WINCHELL** (NY-L) The well-known columnist with news.

7:00 **3** **RED SKELTON SHOW** (LA-F) Red portrays two kinds of salesman, a mad scientist, and Dirty Dead Eye. Gale Robbins is guest vocalist.

6 **YOU ASKED FOR IT** (LA-L, F) Art Baker presents a bowling horse, typewriting artist, high-flying dry divers. Mr. T.N.T.

10 **GENE AUTRY** (NY-F) "Hot Lead and Old Lace." Gene and his partner unmask a gang of renegades wanted for cattle rustling and homicide.

7:30 **3** **MR. PEEPERS** (NY-L) Nancy hesitates to change jobs after something happens at the school bazaar.

6 **BROADWAY TO HOLLYWOOD** (Ph-F) Bill Slater interviews an editor and a woman field-trial judge.

(Continued next page)

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TERRY and the pirates on TV every other week

SWITCH TO
CANADA DRY
Ginger Ale
AMERICA'S Ginger-Upper

WFIL-TV Channel 6 SUNDAY 6–6:30 P.M.

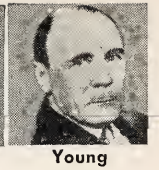
Cantor
8 P.M. (3)

Russell
8 P.M. (3)

Autry
8 P.M. (10)

Crosby
8 P.M. (10)

Barton
8 P.M. (10)


Young
10 P.M. (3)

10 **PRIVATE SECRETARY** (NY-F) Susie makes strange statements while under hypnosis and baffles her boss. Ann Sothern stars.

8:00 3 **COMEDY HOUR** (LA-L) Eddie Cantor is host. Connie Russell, Frank Loesser, Sara Berner, Sharon Baird, Billy Daniel, Tom D'Andrea and Hal March are the guests.

6 **ALL-STAR NEWS** (NY-L) ABC commentators and guest personalities.

10 **TOAST OF THE TOWN** (NY-L, F) Ed Sullivan's variety show salutes the record industry in a program of music featuring songs by Bing Crosby, Gene Autry, Jimmy Boyd, Molly Bee, Honeychile Robinson, Baird puppets, Roberta Peters, Eileen Barton and many others.

9:00 3 **TELEVISION PLAYHOUSE** (NY-L) "Mr. Pettengill Here." (See TV Drama, page 12.)

6 **ROCKY KING DETECTIVE** (NY-L) "The Needle's Eye." A supposedly natural death turns out to be murder caused by a hypodermic.

10 **FRED WARING SHOW** (LA-L) Fred and the touring Pennsylvanians telecast a special program from the west coast as Fred celebrates the beginning of his 37th year in show business.

9:30 6 **THE PLAINCLOTHES MAN** (NY-L) "Too Much Evidence." The unseen lieutenant (Ken Lynch) is confronted with a loan shark, a fighter and a man's murder.

10 **TIME TO SMILE** (LA-F) Alan Young works his way in a single day from third-ranking position from the bottom to the very lowest.

10:00 3 **THE DOCTOR** (NY-F) "Song for a Banker." Roland Young stars in the story of a staid New England banker who tries to "show up" a tin-pan-alley publisher.

6 **DANCE PARTY** (NY-L) Kathryn Murray is hostess to dancers Andre, Andree and Bonnie.

10 **THE WEB** (NY-L) "The Patsy." (See TV Drama, page 12.)

10:30 3 **GREAT MUSIC** (Ph-L) Guy Marriner emcees his 100th program of classical music for music lovers. First presented on Sept. 17, 1950, Great Music featured films of the Vienna Philharmonic with Guy Marriner illustrating the themes on his piano. It now features local artists of national reputation. Mr. Marriner's 100th program is a piano recital of classics requested by viewers.

6 **YOUTH ON THE MARCH** (Ph-L) Rev. Percy Crawford, Glee Club

10 **WHAT'S MY LINE?** (NY-L) John Daly moderates for job-quizzers.

11:00 3 **THIS IS THE LIFE** (Ph-F) "Building the Better Life." Drama.

6 **REMEMBER THESE THINGS** (Ch-L) Paul Harvey's news analysis.

10 **NEWS AND SPORTS** (Ph-L, F) Jack Whitaker with the latest news.

11:15 6 **BIG PICTURE** (Ph-F) Army films.

10 **MAN ABOUT TOWN** (Ph-L) Frank Brookhouser chats about Phila.

11:30 3 **ON THE LINE** (Ph-F) Bob Considine analyzes the news.

10 **FEATURE FILM** (Ph-F) "Nicholas Nickleby." Sir Cedric Hardwicke, Jill Balcom. The .Dickens' story

11:45 3 **NEWS** (Ph-L) Fred Bennett reports

11:50 3 **THOUGHT FOR TOMORROW** (Ph-F)

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Subscribe To TV Digest TODAY!

"GREAT MUSIC"
10:30 P.M. Sundays • WPTZ (Channel 3)
Tonight's Program
The 100th performance of GREAT MUSIC
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GUY MARRINER
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11 P.M. NEWS AND SPORTS
HIGHLIGHTS
WCAU-TV • *with John Whitaker*
(10) *Presented By*
DALY FOR Fords
53rd & Baltimore Ave. Philadelphia

Monday

FEBRUARY 16

MORNING

7:00 3 TODAY (NY-L) Dave Garroway with news, weather, time checks.

7:35 10 TIME, MUSIC AND RESUME (Ph-F) Classical music in the morning.

8:00 10 BILL SEARS' SHOW (Ph-L) Bill Sears plays records and chats.

8:45 6 HOLLYWOOD VARIETIES (Ph-F) Musical films by top performers.

9:00 3 LET SKINNER DO IT (Ph-L, F) George Skinner with interviews. cartoons. Jane King presents recipes and features for women.

6 STOP, LOOK AND LISTEN (Ph-L, F) Tom Moorehead with variety program of stunts, interviews.

9:30 10 CINDERELLA WEEK-END (Ph-L) Alan Scott emcees quiz for women.

10:00 3 OPERATION BLACKBOARD (Ph-L) "How Many and How Much?" Adding and subtracting.

CHANNEL 10
1:00 P.M. Monday
JACK VALENTINE
SHOP 'N' SING

Awards for singing housewives.
Magic Words Telephone Quiz.
Valuable Westinghouse appliances awarded daily.

Another dividend for homemakers by
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$15 A YEAR—ALL PARTS FREE
including Picture Tube
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THE MARCH OF TIME
This week:
"A City is Born
Levittown, Pennsylvania"
: Monday 7 P.M.
: *WCAU-TV*
: (Channel 10)

WPTZ	WFIL-TV	WCAU-TV
3	6	10

10 ARTHUR GODFREY TIME (NY-L) Robert Q. Lewis substitutes for the easy-going red-head.

10:30 3 PROLOGUE TO THE FUTURE (NY-F) "The Big Picture." Army film.

10:45 6 MARKET BASKET (Ph-L) Deborah Adams with budget tips for housewives' profit on shopping day.

11:00 3 DING-DONG SCHOOL (Ph-F) Preschooler's own program.

6 WIFFIL SCHOOLHOUSE (Ph-L) "Fit as a Fiddle." Dr. Jean Crump discusses the problems of allergies.

10 HOME HIGHLIGHTS (Ph-L) Jean Corbett aids Armed Services Recruiting Program. "Aunt Molly" whips up some good things to eat.

11:15 6 UNIVERSITY OF THE AIR (Ph-L) "How to Handle Household Money." Lehigh University.

11:30 3 MARGE AND FRED (Ph-L) The daily casual happenings in the life of a married couple.

6 UNIVERSITY OF THE AIR (Ph-L) "City Beautiful." Drexel Institute.

10 STRIKE IT RICH (NY-L) Warren Hull quizzes Mark Stevens.

11:45 3 TO BE ANNOUNCED.

AFTERNOON

12:00 3 LOCAL NEWS (Ph-L) George Skinner reports latest events.

6 CONTINUOUS PERFORMANCE THEATRE (Ph-F) "Gentleman Joe Palooka." Joe Kirkwood, Elyse Knox in a story of the boxing ring.

10 BRIDE AND GROOM (NY-L) Newly weds are feted by John Nelson.

12:15 3 LUNCH WITH UNCLE PETE (Ph-L, F) Pete Boyle presents cartoons and conversation to entertain the kids.

10 LOVE OF LIFE (NY-L) Peggy McCay, Paul Potter featured in the story of Vanessa Dale.

12:30 10 SEARCH FOR TOMORROW (NY-L) Drama of the Barron Family.

12:45 3 PUBLIC SERVICE PROGRAM (Ph-L) Fire Department featured.

10 GUIDING LIGHT (NY-L) Daily serial.

1:00 3 HOLLYWOOD PLAYHOUSE (Ph-F) "Fury and The Woman." William Gargan, Molly Lamont. Action, intrigue and romance woven into a story of northern lumber camps.

10 JACK VALENTINE (Ph-L) Shop 'n' Sing, featuring singing housewives, quiz and prizes.

1:30 10 GARRY MOORE SHOW (NY-L) Comedy sketch and a balancing act.

2:00 3 POTS, PANS AND PERSONALITIES (Ph-L) Mary Wilson with recipes and interviews of interest to women.

10 DOUBLE OR NOTHING (NY-L) Quiz.

Elliott 7 A.M. (3) | **Sears** 8:30 A.M. (10) | **Moorehead** 9 A.M. (6) | **Stevens** 11:30 A.M. (10) | **Gargan** 1 P.M. (3) | **Hamilton** 7:30 P.M. (6)

2:30 3 **CHARM CLINIC** (Ph-L) Doris Hackett expounds with fashion and charm hints for the girls.
6 **WOMEN'S PAGE** (Ph-L) Violet Hale, Peggy Towne with home hints. (See contest on page 38.)
10 **HOUSE PARTY** (LA-L) George Fenneman substitutes for Art Linkletter. Tiny Hill sings.

3:00 3 **THE BIG PAYOFF** (NY-L) Minks and trips awarded by Randy Merriman, Bess Myerson. Betty Ann Grove sings, dances and "acts out" the musical questions.
6 **BANDSTAND** (Ph-L, F) Bob Horn, Lee Stewart introduce records, musical films and name guests as high-schoolers gather for dancing.
10 **MIKE AND BUFF** (NY-L) Interviews.

3:30 3 **WELCOME TRAVELERS** (Ch-L) Tommy Bartlett is the emcee
10 **ACTION IN THE AFTERNOON** (Ph-L) Western musical extravaganza featuring Jack Valentine

4:00 3 **KATE SMITH HOUR** (NY-L) Variety with singers Elaine Malbin, William Olvis, dancer Bob Ephram.
10 **GENE CRANE'S ADVENTURE THEATRE** (Ph-L, F) "Fuzzy Settles Down." Buster Crabbe stars.

4:45 6 **RAMAR OF THE JUNGLE** (Ph-F) Jon Hall stars. (See contest, page 38.)
10 **YOU ARE AN ARTIST** (Ph-F) Jon Gnagy shows the children some tricks in drawing.

5:00 3 **HAWKINS FALLS** (Ch-L) Several fathers make serious decisions.
10 **JUNIOR HI JINX** (Ph-L, F) Cartoons with Willie on the wall.

5:15 3 **GABBY HAYES SHOW** (NY-L, F) Part one of "Enemy of the Law." Tex Ritter in starring role.
6 **MOVIE MATINEE** (Ph-F) "Decoy." Edward Norris, Jean Gille star in a mystery.

5:30 3 **HOWDY DOODY** (NY-L, F) Puppets.
10 **TODAY'S MOVIE** (Ph-L, F) "Melody and Moonlight." Johnny Downs, Jane Frazee.

EVENING

6:00 3 **FRONTIER PLAYHOUSE** (Ph-F) "Saddle Aces." Rex Bell stars.

6:30 6 **YOUR NEWS REPORTER** (Ph-L, F) Neil Harvey reports latest doings.
10 **NAMES IN THE NEWS** (Ph-L) Alan Scott interviews local people.

6:40 10 **CASH ON THE LINE** (Ph-L) Bill Hart.

6:45 6 **MOVIE QUICK QUIZ** (Ph-L, F) Prizes are handed out by Dick Clark for film identifications.
10 **NEWS** (Ph-L, F) Randy Kraft

7:00 3 **MEET THE PRESS** (Ph-F) Discussion of a current topic with newsmen, headed by Lawrence Spivak, questioning a notable. Martha Rountree moderates.
6 **GEORGE WALSH LOOKS 'EM OVER** (Ph-L) Sports news relayed by the well-known sports analyst.
10 **MARCH OF TIME** (Ph-F) "A City Is Born—Levittown, Pa." View of a city which knows no slums, no graft no corruption. (ADV., p. 20.)

7:15 6 **TELEVISION NEWSREEL** (Ph-L, F) Frank Hall makes evening report.

7:25 6 **WHAT'S THE WEATHER?** (Ph-L) Francis Davis with Tuesday forecast.

(Continued next page)

"HOLLYWOOD SCREEN TEST"

with
NEIL HAMILTON
WFIL-TV
Channel 6
Mondays at 7:30 P.M.,

Presented by **Ironrite**

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Warenskjold 8:30 P.M. (3) | **Moore** 8:30 P.M. (10) | **Swanson** 9 P.M. (3) | **Lockhart** 9:30 P.M. (3) | **Allen** 9:30 P.M. (6) | **Amsterdam** 10:30 P.M. (3)

MONDAY Evening

7:30 3 **THOSE TWO** (LA-L) Musical.
6 **HOLLYWOOD SCREEN TEST** (NY-L) Neil Hamilton is "test" director for Alfred Drake and guest actors. (See ADV., page 21.)
10 **NEWS** (NY-L, F) Doug Edwards

7:45 3 **NEWS CARAVAN** (NY-L) John Cameron Swayze at the news desk.
10 **PERRY COMO SHOW** (NY-L) Popular tunes by Perry and Fontanes.

8:00 3 **WINCHELL - MAHONEY SHOW** (NY-L) Paul Winchell and Jerry Mahoney in skits and sketches.
6 **HOMICIDE SQUAD** (LA-F) A man opens his door and is blown to kingdom-come in "The Case of the Door of Death."
10 **VIDEO THEATRE** (NY-L) Drama.

8:30 3 **VOICE OF FIRESTONE** (NY-L) Howard Barlow's orchestra with guest artist, Dorothy Warenskjold.
6 **THIS IS THE LIFE** (Ph-F) "The Greater Pardon." Drama of a woman's effort to atone for a wrong done her father-in-law.
10 **GODFREY'S TALENT SCOUTS** (NY-L) Garry Moore fills in for Arthur as emcee.

9:00 3 **HOLLYWOOD OPENING NIGHT** (LA-L) "The Pattern." (Drama, p 12.)
6 **PERSPECTIVE** (NY-L) "American Foreign Policy and the Communist Menace." Discussion presented by Joseph C. Grew, A. A. Berle, Jr., Dudley B. Bonsal.
10 **I LOVE LUCY** (LA-F) Lucy cuts some unprecedented capers in a do-or-die campaign to become president of the Wednesday Afternoon Fine Arts League.

9:30 3 **ROBERT MONTGOMERY PRESENTS** (NY-L) "The Burtons." (Drama,p.12)
6 **TALENT PATROL** (NY-L) Steve Allen introduces an acrobat, tap dancer, tenor, baritone, and a juggler.
10 **RED BUTTONS SHOW** (NY-L) Red clowns with Pat Carroll, Joe Silver. The DeMarco Sisters are guests.

10:00 6 **BOXING** (Bkl'n-L) Cesar Brion of Argentina meets Bob Baker
10 **STUDIO ONE** (NY-L) "The Walsh Girls." (See TV Drama, page 12.)

10:30 3 **WHO SAID THAT** (DC-L) Walter Kiernan quotes the quotable as Frank Conniff, Janis Carter, W. H. Lawrence, Morey Amsterdam try for identifications.

10:45 6 **RINGSIDE INTERVIEWS** (Bkl'n-L) Ted Husing talks with fighters

11:00 3 **WRESTLING** (Ph-F) Danny Savich vs. Ginger the Bear, Billy Varga vs. Andre Drapp in prelims. Duke Keomuka and Danny Savich take on Ricky Starr and Cowboy "Orv" Carlson in the tag team match.
6 **TV NEWSREEL** (Ph-L, F) Frank Hall
10 **JOHN FACENDA AND THE NEWS** (Ph-L, F) Analysis of day's events.

11:10 6 **WEATHER REPORT** (Ph-L) Francis Davis forecasts for Tuesday.
10 **WESTERN'S WEATHERMAN** (Ph-L) Phil Sheridan with weather outlook for Philadelphia area.

11:15 6 **WHAT'S YOUR TROUBLE** (Ph-F) Dr. and Mrs. Norman Vincent Peale.
10 **SPORTS FINAL** (Ph-L) Jack Whitaker

11:25 10 **COLUMNIST'S CORNER** (Ph-L) Earl Selby looks over the local scene.

11:30 6 **FILM FEATURETTE** (Ph-F) Suggestions on ways to care for the hair.
10 **FEATURE THEATRE** (Ph-F) "Story of Ivory." Jack Mulhall, Barbara Weeks in leading roles.

12:00 3 **NEWS** (Ph-L) Fred Bennett reports
6 **WANTED PERSONS** (Ph-F) Flyers

12:05 3 **THOUGHT FOR TOMORROW** (Ph-F)

THE Western Saving FUND SOCIETY
INVITES YOU TO SEE
WESTERN'S WEATHERMAN
11:10 to 11:15 p.m.,
Monday through Friday
WCAU-TV Channel 10

Tuesday

FEBRUARY 17

	3	6	10
	WPTZ	WFIL-TV	WCAU-TV

MORNING

7:00 3 TODAY (NY-L) Dave Garroway with the correct time, news and weather reports, interviews, book and entertainment reviews.

7:35 10 TIME, MUSIC AND RESUME (Ph-F)

8:00 10 BILL SEARS' SHOW (Ph-L) Bill plays popular recordings and shoots the breeze between spins.

8:40 6 WANTED PERSONS (Ph-F) Flyers from the F.B.I. warn the people about the nation's criminals.

8:45 6 HOLLYWOOD VARIETIES (Ph-F) Musical films by top performers.

9:00 3 LET SKINNER DO IT (Ph-L, F) George Skinner with interviews, cartoons. Jane King gives household hints for the ladies. Mr. Rivets offers mechanical advice.

6 STOP, LOOK AND LISTEN (Ph-L, F) Tom Moorehead with variety program of stunts, interviews, contests and quizzes for women.

9:30 10 CINDERELLA WEEK-END (Ph-L) Alan Scott emcees quiz for women with New York trip as the prize

10:00 3 OPERATION BLACKBOARD (Ph-L) "Still Working in Wood." Learning how to assemble and nail the wooden parts previously cut with a coping saw.

10 ARTHUR GODFREY TIME (NY-L) Robert Q. Lewis sits in a familar spot as he again takes over the reins for Godfrey while Arthur circles the world.

10:30 3 PROLOGUE TO THE FUTURE (NY-F) Documentary films with Peter Roberts as narrator.

10:45 6 MARY JONES SHOW (Ph-L) The noted hostess talks with collectors of antiques.

11:00 3 DING-DONG SCHOOL (Ph-F) TV's own nursery school for youngsters of pre-school age.

6 WIFFIL SCHOOLHOUSE (Ph-L) "Brotherhood Flourishes if Democracy Works." Each new citizen in America makes a true contribution to the nation's life.

10 HOME HIGHLIGHTS (Ph-L) Author of "The Bing Crosby Story" is interviewed by Jean Corbett.

11:15 6 UNIVERSITY OF THE AIR (Ph-L) "Modern American Poetry." Ursinus College.

11:30 3 MARGE AND FRED (Ph-L) Marge Greene, Fred Bennett in new domestic comedy.

6 UNIVERSITY OF THE AIR (Ph-L) "Media of Fine Arts." Temple.

10 STRIKE IT RICH (NY-L) Quiz with Warren Hull as emcee.

11:45 3 TO BE ANNOUNCED.

AFTERNOON

12:00 3 LOCAL NEWS (Ph-L) George Skinner reports latest happenings.

6 CONTINUOUS PERFORMANCE THEATRE (Ph-F) "The Chinese Ring." Roland Winters, Sidney Toler. Charlie Chan comes to the aid of a Chinese princess.

10 BRIDE AND GROOM (NY-L) Weddings are held as John Nelson does the honors.

12:15 3 LUNCH WITH UNCLE PETE (Ph-L, F) Pete Boyle shows old-time silent comedy films for the kids.

10 LOVE OF LIFE (NY-L) Peggy McCay, Paul Potter in featured roles.

12:30 10 SEARCH FOR TOMORROW (NY-L) Drama of the Barron family.

12:45 3 PUBLIC SERVICE PROGRAM (Ph-L) Dr. Gerald Olch discusses mental health for normal people.

10 GUIDING LIGHT (NY-L) Daily serial.

1:00 3 HOLLYWOOD PLAYHOUSE (Ph-F) "Country Gentlemen." Lila Lee, Ole Olsen. Phoney gold stock promoters turn their "talents" to the promotion of oil.

10 MARIAN KEMP (Ph-L) Cooking hints, shopping hints, food savings to aid the housewife.

1:30 10 GARRY MOORE SHOW (NY-L) Fun with Garry, Ken, Denise and Durward in a comedy sketch, "Home Movies." Four teen-agers form a youthful forum.

2:00 3 POTS, PANS AND PERSONALITIES (Ph-L) Mary Wilson presents a show for women

10 FUN AND FORTUNE (Ph-L) Audience participation show with Ed Harvey as the host.

CHANNEL 10

1:00 P.M. Tuesday

MARIAN KEMP'S KITCHEN

Economical meal planning presented in a practical manner. Magic Words Telephone Quiz. Valuable Westinghouse appliances awarded daily.

Another dividend for homemakers by

AMERICAN STORES CO.

McBride
12:30 P.M. (10)

Glenn
2:30 P.M. (3)

Myerson
3 P.M. (3)

Stewart
3 P.M. (6)

Ritter
3:30 P.M. (10)

Doody
5:30 P.M. (3)

TUESDAY (continued)

2:30 **3** **SOMETHING SPECIAL** (Ph-L) Eleanor Glenn talks with guests about their special knowledge or talents.

6 **WOMEN'S PAGE** (Ph-L) Peggy Towne presents interesting people with foreign dishes. (See contest rules on page 38.)

10 **HOUSE PARTY** (LA-L) George Fenneman subs for Art Linkletter, Caroline Leonetti guests.

3:00 **3** **THE BIG PAYOFF** (NY-L) Betty Ann Grove sings, dances and acts out the quiz questions which pay off in high-fashion prizes. Randy Merriman, Bess Myerson are co-emcees.

6 **BANDSTAND** (Ph-L, F) Bob Horn, Lee Stewart introduce records and musical films, interview name guests, and welcome high-schoolers to an afternoon of informal dancing and contests.

10 **MIKE AND BUFF** (NY-L) Interviews

3:30 **3** **WELCOME TRAVELERS** (Ch-L) Tommy Bartlett interviews strangers.

10 **ACTION IN THE AFTERNOON** (Ph-L) Western musical

4:00 **3** **KATE SMITH HOUR** (NY-L) Kate presents concert pianist Seymour Bernstein, The Bassi trio of jugglers and a fashion show.

TUESDAY 6 P.M. CHANNEL 3

Chicken of the Sea BRAND TUNA

THE BRAND THAT MADE TUNA FAMOUS

BRINGS YOU

HOPALONG CASSIDY

Tonight at 7

PSFS

WCAU-TV
Channel 10

"THE BIG IDEA"
where inventors, for the first time, have the opportunity of demonstrating their inventions to the public.
DONN BENNETT—M.C.

10 **GENE CRANE'S ADVENTURE THEATRE** (Ph-L, F) "Mysterious Riders." Buster Crabbe, Fuzzy St. John.

4:45 **6** **RAMAR OF THE JUNGLE** (Ph-F) Jon Hall stars in jungle adventures. (See contest rules on page 38.)

5:00 **3** **HAWKINS FALLS** (Ch-L) Serial. A quiet evening at the Drewers' ends up with excitement at the Beeler house.

10 **JUNIOR HI-JINX** (Ph-L, F) With Willie making the introductions, Newton runs cartoons for kids.

5:15 **3** **REX TRAILER'S RANCH HOUSE** (Ph-L) Kids flock in for songs, games and dances with the popular cowboy and his guitar.

6 **MOVIE MATINEE** (Ph-F) "Private Angelo." Godfrey Tearle, Peter Ustinow. Two English soldiers who are trying to help an Italian soldier are stopped at the border.

5:30 **3** **HOWDY DOODY** (NY-L, F) Bob Smith entertains as "Buffalo Bob."

10 **TODAY'S MOVIE** (Ph-F) "Angels with Broken Wings." Binnie Barnes, Gilbert Roland.

EVENING

6:00 **3** **FRONTIER PLAYHOUSE** (Ph-F) Hopalong Cassidy in a western drama.

6:30 **3** **FRONTIER PLAYHOUSE** (Ph-F) Adventures of Wild Bill Hickok. Guy Madison, Andy Devine co-star.

6 **YOUR NEWS REPORTER** (Ph-L, F) Neil Harvey reports latest events.

10 **NAMES IN THE NEWS** (Ph-L) Alan Scott interviews local people

6:40 **10** **CASH ON THE LINE** (Ph-L) Bill Hart calls viewers with a quiz.

6:45 **6** **MOVIE QUICK QUIZ** (Ph-L, F) Prizes for quick thinkers. Dick Clark is host for show.

10 **TELEVISION NEWS** (Ph-L, F) Randy Kraft with day's news in brief.

7:00 **3** **TO BE ANNOUNCED.**

6 **GEORGE WALSH LOOKS 'EM OVER** (Ph-L) The latest in the sports

10 **THE BIG IDEA** (Ph-L) Donn Bennett presents inventors of a bifocal magnifier, universal carrier.

7:15 **3** **SHORT, SHORT DRAMA** (NY-F) Ruth Woods introduces "The Wrestler." The story of two old wrestlers who learn some new tricks of the trade.

Barnes	Berle	King	Lynn	O'Keefe	Donlevy
5:30 P.M. (10)	8 P.M. (3)	9 P.M. (6)	9:30 P.M. (10)	10 P.M. (6)	10:30 P.M. (3)

6 **TELEVISION NEWSREEL** (Ph-L, F) Frank Hall's roundup of late news

7:25 6 **WHAT'S THE WEATHER** (Ph-L) Francis Davis with Wednesday outlook.

7:30 3 **DINAH SHORE SHOW** (LA-L) Dinah and the Notables entertain with sparkling musical productions.

6 **BEULAH** (NY-L) Louise Beavers stars.

10 **NEWS** (NY-L, F) Douglas Edwards

7:45 3 **NEWS CARAVAN** (NY-L, F) John Cameron Swayze at the news desk.

10 **U. S. A. CANTEEN** (NY-L) Jane Froman entertains in a gala Mardi Gras atmosphere.

8:00 3 **STAR THEATRE** (NY-L) Milton Berle with Ruthie Gilbert, Bobby Sherwood and guest comedienne Florence Desmond.

6 **LIFE IS WORTH LIVING** (NY-L) Bishop Sheen with a series of inspirational and informal talks.

10 **MARDI GRAS** (N.Or.-L) A look at New Orleans pre-Lenten celebration.

8:30 6 **KEEP POSTED** (DC-L) Debate on current topic. Martha Rountree.

9:00 3 **FIRESIDE THEATRE** (NY-F) "Boundary Line." (See TV Drama, p. 12.)

6 **WHERE WAS I?** (NY-L) John Reed King moderates for photo-probing panelists, Samuel Grafton, Nancy Guild, Bill Cullen, Shirley Dinsdale with her dummy Judy Splinters. Janis Carter brings her snapshots.

10 **CRIME SYNDICATED** (NY-L, F) "King of the Hill." A secret service agent tries to make a counterfeiter reveal his handiwork.

9:30 3 **CIRCLE THEATRE** (NY-L) "Recording Date." (See TV Drama, p. 12.)

6 **WISDOM OF THE AGES** (NY-L) Panelists Ronny Molluzzo, Marcia Van Dyke, Leo Cherne, Mrs. H. V. Kaltenborn, Frederic Cox show the changes in thinking among five generations. Jack Barry emcee.

10 **SUSPENSE** (NY-L) "The Quarry." (See TV Drama on page 12.)

10:00 3 **TWO FOR THE MONEY** (NY-L) Herb Shriner emcees the pyramiding-money quiz.

6 **STAGE "S"** (Ph-F) "Cover Up." William Bendix, Barbara Britton, Dennis O'Keefe. An insurance investigator runs into trouble trying to prove a small-town doctor guilty of murder.

10 **DANGER** (NY-L) "Said the Spider to the Fly." (Drama, page 12.)

10:30 3 **DANGEROUS ASSIGNMENT** (Ph-F) "The Decoy Story." Steve Mitchell (Brian Donlevy) goes into eastern Europe to rescue a government attache and hurdles a murder, a cocktail party and a wild auto chase on the way back.

10 **DEATH VALLEY DAYS** (Ph-F) "The Rival Hash Houses." The proprietor of a cafe in a gold-mining town in Nevada finds his monopoly threatened by a young widow from the east.

11:00 3 **TUESDAY NIGHT PLAYHOUSE** (Ph-F) "Adventures of Don Coyote." Richard Martin, Frances Rafferty. A pair of gay cabelleros protect the old homestead.

10 **JOHN FACENDA AND THE NEWS** (Ph-L, F) Analysis of day's events.

11:10 10 **WESTERN'S WEATHERMAN** (Ph-L) Phil Sheridan reports weather.

11:15 6 **TUESDAY THEATRE** (Ph-F) "Baron of Arizona." Vincent Price, Ellen Drew, Reed Hadley. A clever forger makes long-range plans to become a land-baron but finds love complicating his procedures.

10 **SPORTS FINAL** (Ph-L) Jack Whitaker reports scoops and scores.

11:25 10 **COLUMNIST'S CORNER** (Ph-L) Harry Harris with entertainment news.

11:30 10 **FEATURE THEATRE** (Ph-F) "Melody and Moonlight." Johnny Downs, Jane Frazee in leading role.

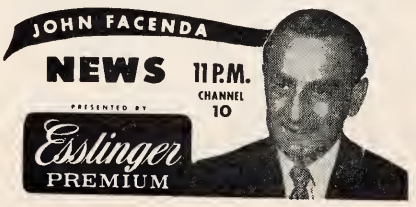
12:15 6 **TV NEWSREEL** (Ph-L, F) Frank Hall

12:25 6 **WEATHER REPORT** (Ph-L) Francis Davis presents the data.

12:30 3 **NEWS** (Ph-L) Earl Gill reports late evening headlines.

12:35 3 **THOUGHT FOR TOMORROW** (Ph-F)

Stations & networks reserve the right to change listings & points of origination without notice


JOHN FACENDA
NEWS
11 P.M.
CHANNEL 10
PRESENTED BY
Esslinger
PREMIUM

CHANNEL 10

1 P.M. Wednesday

MARIAN KEMP'S Recipe Contest

Prize-winning recipes submitted by competing club groups. Magic Words Telephone Quiz. Valuable Westinghouse appliances awarded daily.

Another dividend for homemakers by

AMERICAN STORES CO.

Action! Thrills! Mystery!

Boston Blackie TONIGHT

7:00 P.M. Channel 10

Presented by

Esslinger PREMIUM

Philadelphia's Premium BEER

conducted by

Florence P. Hanford

EVERY WEDNESDAY

WPTZ 2 P.M. CHANNEL 3

Philadelphia Electric Company

Wednesday

FEBRUARY 18

MORNING

7:00 3 **TODAY** (NY-L) Dave Garroway starts the day with a variety of morning interests.

7:35 10 **TIME, MUSIC AND RESUME** (Ph-F) Classical music in the morning.

8:00 10 **BILL SEARS' SHOW** (Ph-L) Bill talks about a variety of things and spins recordings of popular tunes.

8:45 6 **HOLLYWOOD VARIETIES** (Ph-F) Musical films by top performers.

9:00 3 **LET SKINNER DO IT** (Ph-L, F) George Skinner with interviews.

6 **STOP, LOOK AND LISTEN** (Ph-L, F) Tom Moorehead with variety program of stunts, quizzes for women.

9:30 10 **CINDERELLA WEEK-END** (Ph-L) Alan Scott emcees quiz for women

10:00 3 **OPERATION BLACKBOARD** (Ph-L) Jack Bookbinder chats with guest artist Peter Blume.

10 **ARTHUR GODFREY TIME** (NY-L) Robert Q. and the gang.

10:30 3 **PROLOGUE TO THE FUTURE** (NY-F) Documentary films showing modern progress in various fields.

10:45 6 **MARY JONES SHOW** (Ph-L) Mary talks with antique collectors.

11:00 3 **DING-DONG SCHOOL** (Ph-F) Show for pre-school kids.

6 **WIFFIL SCHOOLHOUSE** (Ph-L, F) "How Television Works." Mr. A. D. Hollingsworth, of The Franklin Institute, demonstrates the science behind the TV set.

10 **HOME HIGHLIGHTS** (Ph-L) Famed interior decorator is guest.

11:15 6 **UNIVERSITY OF THE AIR** (Ph-L) "Understanding Economics."

11:30 3 **MARGE AND FRED** (Ph-L) Domestic comedy of the problems of a husband and wife.

6 **UNIVERSITY OF THE AIR** (Ph-L) "Let's Speak Spanish." Pennsylvania State College.

10 **STRIKE IT RICH** (NY-L) Warren Hull quizzes Geraldine Page.

11:45 3 **TO BE ANNOUNCED.**

AFTERNOON

12:00 3 **LOCAL NEWS** (Ph-L) George Skinner garners reports from all parts.

6 **CONTINUOUS PERFORMANCE THEATRE** (Ph-F) "The Battle." Charles Boyer, Merle Oberon. A Japanese sea captain tries to find the secret to the British Navy's efficiency.

10 **BRIDE AND GROOM** (NY-L) Newlyweds are feted by John Nelson.

12:15 3 **LUNCH WITH UNCLE PETE** (Ph-L, F) Pete Boyle comments on cartoons.

Garroway 7 A.M. (3) | **LaRosa** 10 A.M. (10) | **Boyer** Noon (6) | **Malone** 1:30 P.M. (10) | **Brooks** 2:45 P.M. (3) | **Horn** 3 P.M. (6)

10 **LOVE OF LIFE** (NY-L) Peggy McCay
12:30 10 **SEARCH FOR TOMORROW** (NY-L) Story of the Barron family.
12:45 3 **PUBLIC SERVICE PROGRAM** (Ph-L) The O.P.S. provides budget tips for homemakers.
10 **GUIDING LIGHT** (NY-L) Serial.
1:00 3 **HOLLYWOOD PLAYHOUSE** (Ph-F) "Irish Luck." Frankie Darro, Mantan Moreland. An amateur detective bumps into the real thing.
10 **MARIAN KEMP** (Ph-L) Cooking hints and special recipe contest.
1:30 10 **GARRY MOORE SHOW** (NY-L) A gay half hour of variety with Ivan Sanderson's rare "Tayra" in featured spot.
2:00 3 **TELEVISION KITCHEN** (Ph-L) Cooking delights with Florence Hanford presiding at the range.
10 **DOUBLE OR NOTHING** (NY-L) Quiz with Bert Parks as emcee.
2:30 3 **IT'S A SMALL WORLD** (Ph-L) Ruth Weir Miller helps the ladies.
6 **WOMEN'S PAGE** (Ph-L) Peggy Towne, Violet Hale with hints. (See contest rules on page 38.)
10 **HOUSE PARTY** (LA-L) George Fenneman subs for Art Linkletter.
2:45 3 **PICK YOUR IDEAL** (Ph-L) Clothes quiz with Libby Haynes, fashion commentator, Norman Brooks, MC.
3:00 3 **THE BIG PAYOFF** (NY-L) Quiz with Bess Myerson, Randy Merriman.
6 **BANDSTAND** (Ph-L, F) Bob Horn.
10 **MIKE AND BUFF** (Ph-F) Interviews.
3:30 3 **WELCOME TRAVELERS** (Ch-L) Tommy Bartlett interviews strangers.
10 **ACTION IN THE AFTERNOON** (Ph-L) Western musical extravaganza featuring Jack Valentine.
4:00 3 **KATE SMITH HOUR** (NY-L) Kate presents Eglevsky ballet, Cy Coleman Trio, Story Princess.
10 **GENE CRANE'S ADVENTURE THEATRE** (Ph-L, F) "Death Rides the Plains." Bob Livingston stars.
4:45 6 **RAMAR OF THE JUNGLE** (Ph-F) Jon Hall stars. (See contest, page 38.)
4:55 10 **CRUSADER RABBIT** (Ph-L) Cartoons to delight the children.
5:00 3 **HAWKINS FALLS** (Ch-L) A ghost turns out to be a gentleman.
10 **JUNIOR HI-JINX** (Ph-L, F) Willie does the hosting and commentary.
5:15 3 **GABBY HAYES SHOW** (NY-L, F) "Enemy of the Law." Part 3.
6 **MOVIE MATINEE** (Ph-F) "Fighting Mad." Joe Kirkwood, Elyse Knox.
5:30 3 **HOWDY DOODY** (NY-L, F) Puppets entertain the children.
10 **TODAY'S MOVIE** (Ph-F) "Doctors Don't Tell." John Beal, Florence Rice in leading roles.

EVENING

6:00 3 **FRONTIER PLAYHOUSE** (Ph-F) "Marshall of Loredo." Red Ryder.
6:30 6 **YOUR NEWS REPORTER** (Ph-L, F) Neil Harvey provides latest data.
10 **NAMES IN THE NEWS** (Ph-L) Local newsworthies talk to Alan Scott.
6:40 10 **CASH ON THE LINE** (Ph-L) Bill Hart questions the viewers.
6:45 6 **MOVIE QUICK QUIZ** (Ph-L, F) Prizes are awarded by Dick Clark.
10 **TELEVISION NEWS** (Ph-L, F) Randy Kraft looks at day's events.

(Continued next page)

WED., FEB. 18 ON CHANNEL 3

DU PONT

CAVALCADE OF AMERICA

PRESENTS

"A MATTER OF HONOR"

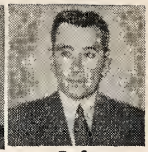
with **ONSLOW STEVENS** as **SAM HOUSTON,** hero of the Alamo.

He gave her a locket engraved with one word: "Integrity."

. . . Had she earned the right to wear it?

DU PONT REG. U.S. PAT. OFF. **8:30** P. M. WPTZ CHANNEL 3

Better Things for Better Living...*through Chemistry*



Ritter	Walsh	Romero	Borge	Meadows	Raft
5:15 P.M. (3)	7 P.M. (6)	8 P.M. (6)	8 P.M. (10)	9:30 P.M. (10)	10:30 P.M. (3)

WEDNESDAY Evening

7:00 3 **TO BE ANNOUNCED.**

6 **GEORGE WALSH LOOKS 'EM OVER** (Ph-L) The analyst chats about sports and sportsmen.

10 **BOSTON BLACKIE** (Ph-F) Blackie (Kent Taylor) operates on the side of justice but on the fringe of the underworld.

7:15 6 **TELEVISION NEWSREEL** (Ph-L, F) Frank Hall with news round-up.

7:25 6 **WHAT'S THE WEATHER?** (Ph-L) Francis Davis reports.

7:30 3 **THOSE TWO** (LA-L) Capsule musical

6 **DATE WITH JUDY** (NY-L) "Father Gets Old." When mother goes dancing father's jealousy accentuates his age.

10 **NEWS** (NY-L, F) Doug Edwards

7:45 3 **NEWS CARAVAN** (NY-L, F) John Cameron Swayze with latest news.

10 **PERRY COMO SHOW** (NY-L) Tunes with Perry and the Fontanes.

8:00 3 **I MARRIED JOAN** (LA-F) Joan blows up a storm when the Judge receives a letter from the local draft board.

6 **TWENTIETH CENTURY TALES** (NY-F) "A Letter From Home." Cesar Romero, Kristine Miller. A soldier waits to hear from his wife before going into battle.

10 **ARTHUR GODFREY'S FRIENDS** (NY-L) Victor Borge heads the "Little Godfreys" in Arthur's absence.

8:30 3 **CAVALCADE OF AMERICA** (NY-F) "A Matter of Honor." (See TV Drama, page 12.) (ADV., page 27.)

TONIGHT at 10:30!

Don't miss television's newest mystery thriller . . .

GEORGE RAFT
"I'M THE LAW"

Sponsored by Manischewitz Wine

WPTZ *Channel* **3**

6 **THE HOUR GLASS** (NY-F) Drama.

9:00 3 **KRAFT THEATRE** (NY-L) "Snooksie." (See TV Drama, page 12.)

6 **STAGE A NUMBER** (NY-L) Budding talent in all branches of show business stage varied productions.

10 **STRIKE IT RICH** (NY-L) Quiz with Warren Hull as M.C. The Heartline keeps ringing to help the needy.

9:30 10 **MAN AGAINST CRIME** (NY-F) "The Midnight Express." Mike Barnett (Ralph Bellamy) solves a murder in Car 306 and gets the Express into Boston on schedule. Audrey Meadows featured.

10:00 3 **THIS IS YOUR LIFE** (LA-L) Ralph Edwards recreates the life story of a colorful Hollywood star.

6 **WRESTLING** (Ch-L) Wayne Griffin announces at Rainbo Arena.

10 **BOXING** (Cor. G.-L) Bobby Dykes vs. Joe Miceli in 10 round middleweight bout from Coral Gables, Fla.

10:30 3 **I AM THE LAW** (Ph-F) George Raft stars as Lieutenant Kirby of Homicide in "The Cowboy and the Blindman Murder." Set in a night club, the suspects seem to be a sharp-shooter and a blindman.

10:45 10 **SPORTS SPOT** (NY-L) Mel Allen

11:00 3 **WEDNESDAY NIGHT PLAYHOUSE** (Ph-F) "Heaven Is Round The Corner." Will Fyffe, Leni Lynn. When father remarries, his daughter leaves home for Paris high life.

10 **JOHN FACENDA AND THE NEWS** (Ph-L, F) Analysis of day's events.

11:10 10 **WESTERN'S WEATHERMAN** (Ph-L) Phil Sheridan reports the weather.

11:15 10 **SPORTS FINAL** (Ph-L) Jack Whitaker reviews sports events.

11:25 10 **COLUMNIST'S CORNER** (Ph-L) Don Rose with human interest stories.

11:30 10 **FEATURE THEATRE** (Ph-F) "Angels with Broken Wings." Binnie Barnes, Gilbert Roland in leading roles.

12:00 6 **TV NEWSREEL** (Ph-L, F) Frank Hall reports up-to-the minute headlines.

12:10 6 **WEATHER REPORT** (Ph-L) Francis Davis consults the charts.

12:15 6 **WANTED PERSONS** (Ph-F) F.B.I. flyers on dangerous criminals.

12:30 3 **NEWS** (Ph-L) Fred Bennett reports

12:35 3 **THOUGHT FOR TOMORROW** (Ph-F)

New issue of TV DIGEST out today. Get your copy early!

Thursday

WPTZ	WFIL-TV	WCAU-TV
3	6	10

FEBRUARY 19

MORNING

7:00 3 **TODAY** (NY-L) Dave Garroway.
7:35 10 **TIME, MUSIC AND RESUME** (Ph-F)
8:00 10 **BILL SEARS' SHOW** (Ph-L) Bill plays popular music and chats
8:40 6 **WANTED PERSONS** (Ph-F) Flyers
8:45 6 **HOLLYWOOD VARIETIES** (Ph-F) Musical films by top performers.
9:00 3 **LET SKINNER DO IT** (Ph-L, F) George Skinner with interviews, cartoons, Jane King, Mr. Rivets.
6 **STOP, LOOK AND LISTEN** (Ph-L, F) Tom Moorehead with variety
9:30 10 **CINDERELLA WEEK-END** (Ph-L) Alan Scott emcees quiz for women with New York trip as the prize.
10:00 3 **OPERATION BLACKBOARD** (Ph-L) "Honor Thy Father!" Courtesy begins at home. Family courtesy in other countries is discussed by guest-expert Dr. George Kyriyan of Univ. of Madras, India.
10 **ARTHUR GODFREY TIME** (NY-L) Robert Q. Lewis carries on with Arthur's variety show.
10:30 3 **PROLOGUE TO THE FUTURE** (NY-F) Documentary films with Peter Roberts as narrator.
10:45 6 **MARY JONES SHOW** (Ph-L) Mary and Howard Jones show antiques.
11:00 3 **DING-DONG SCHOOL** (Ph-F) Nursery school for the tiny tots.
6 **WIFFIL SCHOOLHOUSE** (Ph-L) "Sizes and Shapes."
10 **HOME HIGHLIGHTS** (Ph-L) Chatter with Jean Corbett, Bill Hart. Mrs. Elsie Manville is the guest.
11:15 6 **UNIVERSITY OF THE AIR** (Ph-L) "Osmics—The Science of Odors." Pennsylvania Military College.
11:30 3 **MARGE AND FRED** (Ph-L) Marge Greene, Fred Bennett portray casual happenings of marriage.
6 **UNIVERSITY OF THE AIR** (Ph-L) "Philosophy of Labor Relations." St. Joseph's College.
10 **STRIKE IT RICH** (NY-L) Quiz with Warren Hull as emcee helps unfortunate people get a new start.
11:45 3 **TO BE ANNOUNCED.**
12:00 3 **LOCAL NEWS** (Ph-L) George Skinner reports latest happenings.
6 **CONTINUOUS PERFORMANCE THEATRE** (Ph-F) "Campus Sleuth." June Preisser, Bobby Sherwood's orchestra. Murder sets a college campus buzzing.
10 **BRIDE AND GROOM** (NY-L) Weddings are held as John Nelson does the honors.
12:15 3 **LUNCH WITH UNCLE PETE** (Ph-L, F) Pete Boyle shows old-time films
10 **LOVE OF LIFE** (NY-L) Peggy McCay, Paul Potter in featured roles.
12:30 10 **SEARCH FOR TOMORROW** (NY-L) Drama of the Barron family.
12:45 3 **RELIGIOUS PROGRAM** (Ph-L) Talks.
10 **GUIDING LIGHT** (NY-L) Daily serial.
1:00 3 **HOLLYWOOD PLAYHOUSE** (Ph-F) "Forbidden Territory." Binnie Barnes, Gregory Ratoff. Mystery and drama of high tension behind the Iron Curtain.
10 **MARIAN KEMP** (Ph-L) Cooking hints, shopping hints, food savings
1:30 10 **GARRY MOORE SHOW** (NY-L) Melvyn Douglas comes for a visit.
2:00 3 **POTS, PANS AND PERSONALITIES** (Ph-L) Mary Wilson with housewives' program of food interests
10 **FUN AND FORTUNE** (Ph-L) Audience participation show with Ed Harvey as the host.
2:30 3 **SOMETHING SPECIAL** (Ph-L) Eleanor Glenn talks with guests about their special knowledge or talents.
6 **WOMEN'S PAGE** (Ph-L) Peggy Towne, Violet Hale with home hints to aid the housewife.
10 **HOUSE PARTY** (LA-L) George Fenneman welcomes Fay Wray.

(Continued next page)

CHANNEL 10
1:00 P.M. Thursday
SHOP 'N' SAVE
MARIAN KEMP
demonstrates food savings.

Gladys Webster
presents Acme bargains for weekend shopping. Magic Words Tel. Quiz. Valuable Westinghouse appliances awarded daily.
Another dividend for homemakers by
AMERICAN STORES CO.

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- C.O.D. CALLS ACCEPTED

Call **EV 2-4900**
MOTOROLA — PHILA. CO.
120 S. 30th STREET

Ratoff
1 P.M. (3)

Douglas
1:30 P.M. (10)

Meredith
5:15 P.M. (6)

Burns
8 P.M. (10)

Greaza
8:30 P.M. (3)

Moore
8:30 P.M. (10)

THURSDAY (continued)

3:00 3 **THE BIG PAYOFF** (NY-L) Quiz show
6 **BANDSTAND** (Ph-L, F) Bob Horn.
10 **MIKE AND BUFF** (NY-L) Interviews.

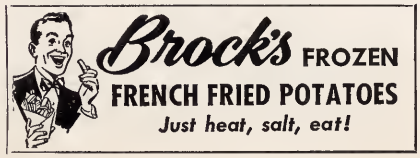
3:30 3 **WELCOME TRAVELERS** (Ch-L) Tommy Bartlett interviews strangers.
10 **ACTION IN THE AFTERNOON** (Ph-L) Western musical

4:00 3 **KATE SMITH HOUR** (NY-L) Kate welcomes Vanessa Brown in a drama; the De Marco Sisters.
10 **GENE CRANE'S ADVENTURE THEATRE** (Ph-L, F) "Mad Men of Thundergap." Full-length western.

4:45 6 **RAMAR OF THE JUNGLE** (Ph-F) Jon Hall in jungle adventures.

4:55 10 **CRUSADER RABBIT** (Ph-F) Cartoons.

5:00 3 **HAWKINS FALLS** (Ch-L) Lona and Knap Drewer go hunting with a pie and camera.
10 **JUNIOR HI-JINX** (Ph-L, F) Cartoons.



5:15 3 **REX TRAILER'S RANCH HOUSE** (Ph-L) The western singer entertains the kids and plays for dances.
6 **MOVIE MATINEE** (Ph-F) "Story of G.I. Joe." Burgess Meredith, Robert Mitchum. Ernie Pyle's story of the fight for Italy.

5:30 3 **HOWDY DOODY** (NY-L, F) Puppets.
10 **TODAY'S MOVIE** (Ph-F) "Dangerous Holiday." Jack LaRue. Drama on the high seas involves an inheritance and an insurance racket.

EVENING

6:00 3 **FRONTIER PLAYHOUSE** (Ph-F) "Lightning Strikes West," starring Ken Maynard.

6:30 6 **YOUR NEWS REPORTER** (Ph-L, F) Neil Harvey reports.
10 **NAMES IN THE NEWS** (Ph-L) Alan Scott interviews local people.

6:40 10 **CASH ON THE LINE** (Ph-L) Bill Hart

6:45 6 **MOVIE QUICK QUIZ** (Ph-L, F) Prizes for film identifications.
10 **TELEVISION NEWS** (Ph-L, F) Randy Kraft with world happenings.

7:00 3 **MOBILE UNIT NO. 2** (Ph-L) A visit to the Lying In Hospital.
6 **GEORGE WALSH LOOKS 'EM OVER** (Ph-L) Sports news as analyzed by the expert.
10 **CRAIG KENNEDY** (Ph-F) Donald Woods stars in "I Hate Money." Sydney Mason features as Inspector J. J. Burke.

7:15 3 **SHORT, SHORT DRAMA** (NY-F) "Doctor's Deceit." Drama of an emergency operation in a farm house during an electric storm.
6 **TV NEWSREEL** (Ph-L, F) Frank Hall makes the evening news report.

7:25 6 **WHAT'S THE WEATHER?** (Ph-L) Francis Davis with Friday forecast.

7:30 3 **DINAH SHORE SHOW** (LA-L) Dinah and the Notables entertain.
6 **THE LONE RANGER** (NY-F) The Masked Man's stirring adventures.
10 **NEWS** (NY-L, F) Douglas Edwards.

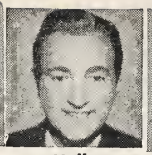
7:45 3 **NEWS CARAVAN** (NY-L, F) John Cameron Swayze at the news desk.
10 **U.S.A. CANTEEN** (NY-L) Songs

8:00 3 **GROUCHO MARX SHOW** (LA-F) The cigar twiddling, bespectacled buffoon quizzes willing couples.
6 **THE GREATEST MAN ON EARTH** (NY-L) Vera Vague is quiz-tress as men compete for princely prizes.

Crawford
9:30 P.M. (3)

Tracy
10 P.M. (3)

Storm
10 P.M. (10)


Hall
11 P.M. (6)

Facenda
11 P.M. (10)

Davis
11:10 P.M. (6)

10 **BURNS AND ALLEN** (NY-F) Gracie turns matchmaker for profit and throws George and Harry Von Zell into a spin.

8:30 **3** **T-MEN IN ACTION** (NY-L) "The Case of the Rolling Log." Federal agents discover moonshine by the Mississippi. (Story, page 39.)

6 **CHANCE OF A LIFETIME** (NY-L) Dennis James introduces professional out-of-town talent. Guest professional is Dick Haymes, singer.

10 **AMOS 'N' ANDY** (NY-F) Andy and the Kingfish go into the clothing business at brother-in-law Leroy's apartment and sell his suits.

9:00 **3** **DRAGNET** (NY-F) Sgt. Joe Friday searches for an imposter in a pet shop and a beauty parlor when a vicious extortion racket comes to light.

6 **THE TURNING POINT** (NY-F) Drama. "Autumn Flames." Marcia Palmer, Onslow Stevens. A triangle appears in a 14-year marriage.

10 **BIFF BAKER, U.S.A.** (NY-F) Biff (Alan Hale, Jr.) and Louise (Randy Stuart) buy a quantity of superior wine at a low price and are brought into contact with spies.

9:30 **3** **FORD THEATRE** (NY-F) "Margin for Fear." (See TV Drama, p. 12.)

6 **NEST EGG** (Ph-L) Edgar Scott gives the latest stock market reports.

10 **BIG TOWN** (NY-F) Steve Wilson (Pat McVey) stars in "Rich Kid." A new explosive disappears and terrorizes Big Town.

9:45 **6** **WHAT ONE PERSON CAN DO** (Ph-F) Inspirational talks.

10:00 **3** **MARTIN KANE, PRIVATE EYE** (NY-L) Lee Tracy stars in the story

6 **AUTHOR MEETS THE CRITICS** (NY-L) Virgilia Petersen moderates as "The Invisible Man," by Ralph Ellison is discussed by William Rogers and Lillian Smith.

10 **MY LITTLE MARGIE** (NY-F) Margie turns hypochondriac to win over a real worrier who is also an important client of her father's.

10:30 **3** **MYSTERY HOUR** (Ph-F) "The Creeper." Onslow Stevens, Ralph Morgan. An injection of a cat gland serum features in a murder.

6 **TV TIME** (Ph-F) St. Johns College meets Manhattan on the basketball court.

10 **THE UNEXPECTED** (Ph-F) "Split Second." (See TV Drama, page 12.)

11:00 **6** **TV NEWSREEL** (Ph-L, F) Frank Hall reports final news wind-up.

10 **JOHN FACENDA AND THE NEWS** (Ph-L, F) Analysis of day's events.

11:10 **6** **WEATHER REPORT** (Ph-L) Francis Davis predicts Friday's weather.

10 **WESTERN'S WEATHERMAN** (Ph-L) Phil Sheridan with Friday outlook.

11:15 **6** **CHANNEL SIX CINEMA** (Ph-F) Full-length feature movie.

10 **SPORTS FINAL** (Ph-L) Jack Whitaker with sports chatter.

11:25 **10** **COLUMNIST'S CORNER** (Ph-L) Harry Harris with entertainment news.

11:30 **10** **FEATURE FILM** (Ph-F) "Doctors Don't Tell." John Beal, Florence Rice in leading roles.

11:40 **3** **TELEVISION CLUB** (Ph-F) Mindy Carson, Florian Zabach.

11:55 **3** **NEWS** (Ph-L) Earl Gill reports.

12:00 **3** **THOUGHT FOR TOMORROW** (Ph-F)

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Your Ford Dealer Presents

BRODERICK CRAWFORD
LON McALLISTER

Starring In

MARGIN FOR FEAR

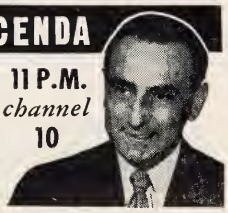
on the **FORD THEATRE**

TONIGHT at 9:30 WPTZ Ch. 3

JOHN FACENDA

NEWS | **11 P.M.** *channel* **10**

PRESENTED BY Esslinger PREMIUM



CHANNEL 10

1:00 P.M. Friday

GLADYS WEBSTER

and guests, and interesting food facts.

MAGIC WORD $200 APPLIANCE AWARD EVERY FRIDAY.

Another dividend for homemakers by

AMERICAN STORES CO.

TONIGHT IT'S

"THE CISCO KID"

WCAU-TV 7 P.M.

FOR EVERYDAY ENJOYMENT

Freihofer's

SONNY BOY BREAD

MADE WITH

EXTRA NON FAT MILK

WRESTLING

WPTZ *channel* **3**

PRESENTED BY

Esslinger PREMIUM

11 P.M. TO 12 P.M. MIDNIGHT

Friday

FEBRUARY 20

MORNING

7:00 3 **TODAY** (NY-L) Dave Garroway.

7:35 10 **TIME, MUSIC AND RESUME** (Ph-F) Classical music in the morning.

8:00 10 **BILL SEARS' SHOW** (Ph-L) Popular records and Sears philosophy.

8:45 6 **HOLLYWOOD VARIETIES** (Ph-F) Musical films by top performers.

9:00 3 **LET SKINNER DO IT** (Ph-L, F) George Skinner, Jane King.

6 **STOP, LOOK AND LISTEN** (Ph-L, F) Tom Moorehead with variety show.

9:30 10 **CINDERELLA WEEK-END** (Ph-L) Alan Scott emcees quiz for women.

10:00 3 **OPERATION BLACKBOARD** (Ph-L) "Home Life in Cuba."

10 **ROUND THE TOWN WITH NANCY** (Ph-L) Nancy Dolphin chats.

10:15 10 **AMERICANS ALL** (Ph-L) "Latin America." Era of Discovery.

10:30 3 **PROLOGUE TO THE FUTURE** (NY-F) Peter Roberts is the narrator.

10 **AT YOUR SERVICE** (Ph-F) "This Is How We Made a Hat."

10:45 6 **FEATURES FOR WOMEN** (Ph-L) Deborah Adams' cooking hints.

10 **MEET BETTY FURNESS** (NY-L) Betty introduces Paul Gregory.

11:00 3 **DING-DONG SCHOOL** (Ph-F) Nursery school of the air for tots.

6 **WIFFIL SCHOOLHOUSE** (Ph-L) "Science Fiction." Stories "right out of this world" with illustrations.

10 **HOME HIGHLIGHTS** (Ph-L) TV Digest's Art Director, Harry Brodsky, guests.

11:15 6 **UNIVERSITY OF THE AIR** (Ph-L) "Marvels of Modern Medicinals."

11:30 3 **MARGE AND FRED** (Ph-L) Comedy. Marge Greene, Fred Bennett.

6 **UNIVERSITY OF THE AIR** (Ph-L) "Psychology in the Home."

10 **STRIKE IT RICH** (NY-L) Warren Hull quizzes lyricist Bob Hillard.

11:45 3 **TO BE ANNOUNCED.**

AFTERNOON

12:00 3 **LOCAL NEWS** (Ph-L) George Skinner reports the headline news.

6 **CONTINUOUS PERFORMANCE THEATRE** (Ph-F) "Broadway Girls." Joan Blondell, Ina Claire.

10 **BRIDE & GROOM** (NY-L) Weddings.

12:15 3 **LUNCH WITH UNCLE PETE** (Ph-L, F) Pete Boyle comments on cartoons.

10 **LOVE OF LIFE** (NY-L) Peggy McCay, Paul Potter featured.

12:30 10 **SEARCH FOR TOMORROW** (NY-L) Story of the Barron family.

12:45 3 **PUBLIC SERVICE PROGRAM** (Ph-L) "Your Board of Health" presents

Nelson Noon (10) | **Webster** 1 P.M. (10) | **Wilson** 2 P.M. (3) | **Parker** 7:45 P.M. (10) | **Marlowe** 7:45 P.M. (10) | **Ollie** 8 P.M. (3)

10 **GUIDING LIGHT** (NY-L) Daily serial
1:00 3 **HOLLYWOOD PLAYHOUSE** (Ph-F) "Law and Disorder." Barry K. Barnes, Diana Churchill.
10 **GLADYS WEBSTER** (Ph-L) Interview with an outstanding personality.
1:30 10 **GARRY MOORE SHOW** (NY-L) Durwood Kirby's opera "Martha".
2:00 3 **POTS, PANS AND PERSONALITIES** (Ph-L) Mary Wilson mixes good food with good conversation.
10 **DOUBLE OR NOTHING** (NY-L) Quiz.
2:30 3 **THE 2:30 CLUB** (Ph-L) Ad Skipsen
6 **WOMEN'S PAGE** (Ph-L) Violet Hale and Peggy Towne.
10 **HOUSE PARTY** (LA-L) George Fenneman subs for Art Linkletter.
3:00 3 **THE BIG PAYOFF** (NY-L) Quiz.
6 **BANDSTAND** (Ph-L, F) Bob Horn.
10 **MIKE AND BUFF** (NY-L) Interviews
3:30 3 **WELCOME TRAVELERS** (Ch-L) Tommy Bartlett chats with strangers.
10 **ACTION IN THE AFTERNOON** (Ph-L) Western musical extravaganza.
4:00 3 **KATE SMITH HOUR** (NY-L) Kate presents Hoctor and Byrd.
10 **GENE CRANE'S ADVENTURE THEATRE** (Ph-L, F) "Law of the Saddle." Bob Livingston in starring role.
4:45 6 **RAMAR OF THE JUNGLE** (Ph-F) Jon Hall stars in jungle adventures.
4:55 10 **CRUSADER RABBIT** (Ph-F) Cartoons.
5:00 3 **HAWKINS FALLS** (Ch-L) The Drewers acquire a boarder.
10 **JUNIOR HI-JINX** (Ph-L, F) Cartoons
5:15 3 **GABBY HAYES SHOW** (NY-L, F) "Enemy of the Law." Part 5.
6 **MOVIE MATINEE** (Ph-F) "The Knockout." Joe Kirkwood, Elyse Knox.
5:30 3 **HOWDY DOODY** (NY-L, F) Puppets.
10 **TODAY'S MOVIE** (Ph-F) "Sitting on the Moon." Roger Pryor stars.
6:00 3 **SIX GUN CINEMA** (Ph-F) "Range Busters." Assassins on the loose.
6:30 6 **YOUR NEWS REPORTER** (Ph-L, F) Neil Harvey with latest events.
10 **NAMES IN THE NEWS** (Ph-L) Alan Scott interviews local people.
6:40 10 **CASH ON THE LINE** (Ph-L) Bill Hart calls viewers with prizes.
6:45 6 **MOVIE QUICK QUIZ** (Ph-L, F) Prizes for film identification.
10 **TELEVISION NEWS** (Ph-L, F) Randy Kraft with day's events.
7:00 3 **HERMAN HICKMAN SHOW** (NY-L) Interviews and chit-chat.
6 **GEORGE WALSH LOOKS 'EM OVER** (Ph-L) Views of sports.
10 **CISCO KID** (Ph-F) Cisco and Pancho are accused of murdering a friend.
7:15 3 **TO BE ANNOUNCED.**
6 **TELEVISION NEWSREEL** (Ph-L, F) Frank Hall with latest news.
7:25 6 **WHAT'S THE WEATHER?** (Ph-L) Francis Davis with latest forecast.
7:30 3 **THOSE TWO** (LA-L) Comedy.
6 **STU ERWIN SHOW** (NY-F) "Stu Sells the House."
10 **NEWS** (NY-L, F) Doug Edwards.
7:45 3 **NEWS CARAVAN** (NY-L, F) John Cameron Swayze at the news desk.
10 **PERRY COMO SHOW** (NY-L) Frank Parker, Marion Marlowe guest.

(Continued next page)

Nelson 8 P.M. (6) | **Morgan** 8 P.M. (10) | **Powers** 10 P.M. (3) | **Kaye** 10 P.M. (6) | **Breen** 10:30 P.M. (6) | **Coughlin** 10:30 P.M. (6)

FRIDAY Evening

8:00 3 **DENNIS DAY SHOW** (LA-L) Dennis welcomes Kukla, Fran and Ollie.
6 **ADVENTURES OF OZZIE AND HARRIET** (NY-F) Ozzie, Harriet, David and Ricky Nelson
10 **MAMA** (NY-L) Gunnerson and Trina decide that mother doesn't always know best.

8:30 3 **LIFE OF RILEY** (NY-F) Riley enters a bean-guessing contest in hopes of winning a new auto.
6 **DARK OF NIGHT** (NY-L) Drama set in a Brooklyn clothing factory.
10 **MY FRIEND IRMA** (LA-L) Irma (Marie Wilson) exasperates her friends.

9:00 3 **BIG STORY** (NY-L, F) A Kansas reporter makes porch steps lead a killer to justice.
6 **LIFE BEGINS AT 80** (NY-L) Jack Barry with oldtimers as panelists.

FRIDAY WPTZ Ch. 3
8:00 — 8:30 P.M.

10 **PLAYHOUSE OF STARS** (NY-F) "The Devil's Other Name." (See TV Drama, page 12.)

9:30 3 **THE ALDRICH FAMILY** (NY-L) Henry takes charge of the house and gets some unusual results.
6 **TALES OF TOMORROW** (NY-L) Adventure drama of future time.
10 **OUR MISS BROOKS** (NY-F) "The Wake-Up Plan." Connie Brooks (Eve Arden) just can't seem to get to gym on time.

10:00 3 **BOXING** (NY-L) Paddy De Marco vs. George Araujo in 10-round lightweight bout.
6 **TWENTY QUESTIONS** (NY-L) The guest panelist is Sammy Kaye.
10 **MR. AND MRS. NORTH** (NY-F) Pam and Jerry plan on a relaxing week-end with an author but find truth "Stranger Than Fiction."

10:30 6 **DOWN YOU GO** (Ch-L) Dr. Bergen Evans moderates the word game.
10 **CHARLES LAUGHTON READINGS** (Ph-F) "The Lady of Astolat."

10:45 3 **GREATEST FIGHTS OF THE CENTURY** (NY-F) Bob Murphy vs. Dan Bucceroni. (March 16, 1951.)
10 **THE WORLD THIS WEEK** (Ph-L) Barry Cassell sums up the week.

11:00 3 **WRESTLING** (Ph-F) Matmen tangle. (See ADV., page 32.)
6 **TV NEWSREEL & WEATHER** (Ph-L, F) Frank Hall, Francis Davis report..
10 **JOHN FACENDA AND THE NEWS** (Ph-L, F) Analysis of day's events.

11:10 10 **WESTERN'S WEATHERMAN** (Ph-L) Phil Sheridan with forecast.

11:15 6 **SPORTSMAN'S CLUB** (Ph-F) "Alaska Trout on Plugs." Fighting fish.
10 **SPORTS FINAL** (Ph-L) Jack Whitaker analyzes late results.

11:25 10 **COLUMNIST'S CORNER** (Ph-L) Ed Pollock speaks of sports.

11:30 6 **STARS AT MIDNIGHT** (Ph-F) Musical films by headline performers.
10 **FEATURE THEATRE** (Ph-F) "Dangerous Holiday." Jack LaRue.

12:00 3 **NEWS** (Ph-L) Fred Bennett reports local news, special features.

12:05 3 **THOUGHT FOR TOMORROW** (Ph-F) A church speaker's thoughts.

Stations and networks reserve right to change listings and points of origination without notice

"THE KID I HATED MOST"

BY

Jimmy Durante

A story you'll always remember . . . in next week's

TV DIGEST

To make sure you don't miss this fabulous story of the little, weasel-eyed runt who haunted Jimmy Durante all his life, make a note about getting the new TV DIGEST.

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I've enclosed $..... in full payment.

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FRIEND OF THE YOUNG FOLK: The guiding counsel of many youngsters hereabouts is Patches, the coon-skin hatted traveler who sings and tells stories to the young'uns. He's 5 feet 11 inches, weighs 185 pounds, has blue eyes, brown hair, ruddy complexion and leads a rugged outdoor life. The folk songs he sings require a lot of research for he chants mostly original selections in his tenor voice while playing his guitar. Patches is seen twice weekly on Channel 10.

PATCHES . . .

That man in the coonskin cap

The kids know him as Patches, his real name is Jarrett Spottswood Lickle. His friends call him Spotty.

That individual is the elegant prince-like traveler with the tattered but not dirty or crummy clothes who delights the kids on Ch. 10's Old Story, Just Us Kids, and Pioneer Playhouse. His garb includes a coonskin cap, buckskins, moccasins, and a sack tossed over his shoulder.

Originally in getting his costume ready for the show, holes were ripped in the material and patches inserted to give him his TV moniker. But as time wore on, the kids decided the patches weren't the right ones and they sent in gaily-colored ones. Patches ripped the old ones out and now sports patches that were gifts from his fans.

Although the 27-year-old Patches only does weekend shows here, he's a busy man down in his country home in Monkton, Md., 25 miles from Baltimore. He does TV shows four days a week there and spends his spare time hunting, camping and fishing.

Patches began in radio at 15 doing hillbilly type singing. Later while in the service he worked in California before making his TV debut in 1949 in Baltimore and eventually getting an audition at WCAU-TV on the recommendation of his friend, Barry Cassell.

Now Patches sings folk songs, strums his guitar (his wife Cynthia also plays the instrument and they have jam sessions together), tells musical stories, breaks down biblical stories so the children can understand them, and is proud of being the first soloist at the first service in the first chapel erected on Tarawa.

Bouquets 'n Barbs

By Hank O'Hare

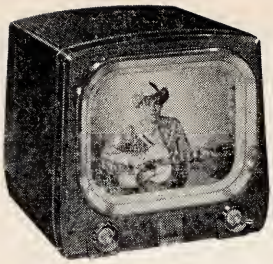
When amateurs try for a prize or a chance to go a step ahead in those talent shows, it's usually a painful thing for this columnist to watch. Not that I disapprove of giving fresh young talent wider opportunities. I'm completely in favor of offering as much incentive and encouragement to show business newcomers as is possible.

What irks me is that the chances of a lifetime and the top prizes are mostly going to the wrong kind of "talent." I've seen it happen in show after show.

In most such shows singers compete with magicians; dancers stack up against musicians, while ventriloquists battle with acrobats. It seems to be the audience's job to say whether one's violin-playing is better than another's tap dance. Without knowing that this is pretty hard to do, the audience pitches in enthusiastically, forgetting there's only one common denominator for all. That little common denominator is talent.

My big beef is that too frequently it's the singer who sings the loudest who gets the nod. Or, it's the flashiest and trashiest stuff that gets the recognition, not the real talent. Those who've been taught the motions of entertaining in much the same manner as a trained dog are the ones who win the prizes. It's the imitators and the automatons that win the big chance. Too few of the winners are chosen because they are even faintly original or because they display real talent.

The show world is loaded down with bewildered youngsters who've been primed by doting mothers into being the "trained dog" kind of entertainer. When it comes to a showdown as professional entertainers they can't compete. There's plenty of room for new ideas in entertainment but the audiences are still choosing the "dogs." The talented youngsters in the competition get the go-by.



HOW TO WIN A NEW MOTOROLA TV

Three to be awarded in TV DIGEST Limerick Contest

There's wide viewer appeal between "What's Cookin'" and "Ramar of the Jungle"—but a happy TV Digest reader will get a TV set from one of them.

The ladies' show and the adventure serial make up the second Channel Six Limericks contest. Complete one of the rhymes about them printed below and you're eligible for some valuable prizes.

Again this week (and next) top prize is a 17" table-model Motorola TV. Another new Motorola product—the Pin-Up Clock Radio, will go to second prize winner. Third and fourth are TV Digest table lighters.

Complete as many official entry blanks as you desire. Only one outstanding limerick line is needed to win the TV set.

To make it easy to write a winner this week, watch "What's Cookin'" or "Kitchen Calendar" Monday through Friday, 2:30-3:00 p.m. Mary Durante and Violet Hale show you how to be a better homemaker, and demonstrate unusual cookery. Jon Hall's adventures with Ramar of the Jungle are seen 4:15 to 5:00 p.m.

CONTEST RULES

1. **Entries will be judged solely on the basis of appropriateness and originality.**
2. **Any number of entries may be submitted each week, provided official entry blanks are used.**
3. **Decision of the judges will be final. In case of ties, duplicate prizes will be awarded.**
4. **Personnel of TV Digest and WFIL-TV and families are not eligible to compete.**
5. **Winners to be announced in an early issue of TV Digest.**

ENTRY BLANK

Tear off and mail to: Channel Six Limericks

TV DIGEST, 333 S. Broad St., Philadelphia 7, Penna.

Mary Durante and Violet Hale
Are two girls who never could fail
They're really good-lookin'
And they know "What's Cookin'"

.....

For jungle adventure and chills,
Ramar can't be beaten for thrills.
The adventurous doc
Has nerves like a rock

.....

Name .....

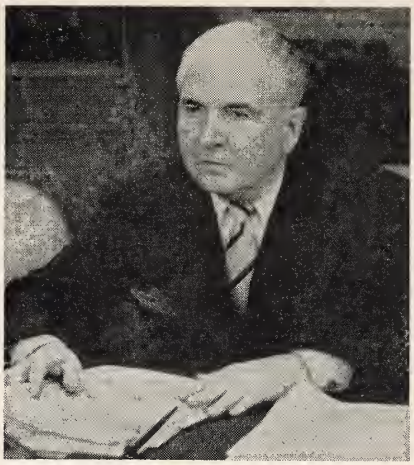
Address .....

City ..... Zone ..... State .....

Contest 2 entries must be postmarked before February 22, 1953.

T-MEN TO A T

TV's Treasury Men Portray The Real-life Staff Of the Treasury Dept.



THE CHIEF: Walter Greaza, Chief of TV's T-Men, has also been heard on radio as Inspector Ross on "Crime Doctor" and Steve Wilson on "Big Town."

ON September 11, 1950, televiewers heard introductory music from Shostakovitch's Ninth Symphony as the panel on their video screen read "Treasury Men in Action." Thus one of television's most authentic half-hour suspense dramas was inaugurated. Walter Greaza faced the audience from across his Washington desk at the premiere just as he does today.

Based on case histories from the files of the United States Treasury Department, T-Men, in it's believable method of presentation, has earned the approval and endorsement of the Treasury Department to the extent that it is permitted to use the Department seal.

Scripts Officially Okayed

T-Men can truly be called a documentary type show, for the scripters go through government files to dig up actual cases that can be whipped into a half-hour program. Every script must pass the scrutiny of the U.S. Treasury Department and given an official okay before it can be presented to the public.

A live show integrated with film shots, T-Men is filmed on a studio set whenever possible but in many instances the shots are honest-to-goodness "on the scene" pictures. An example of this was a script which had the agents chasing some moonshiners. The Chief, Walter Greaza, was suppose to order his men to go out and do field work. The show producers had the agent-actors do just that, accompanied by a camera crew. As a result televiewers were actually witnessing the blowing up of a West Virginia still when it happened on their TV screens.

Treasury Department protocol is something which must be watched carefully by all involved with the presentation of T-Men. Greaza, as Chief of the Bureau, is permitted the license of touching his agents, perhaps grabbing one of them by the shoulder to emphasize a point or placing a hand on the agent's arm to commend him. But never is an agent allowed to lay hands on the boss. In an emergency, such as dragging the Chief out of danger, laying on of hands would probably be okayed. But in normal conversation or scenes, the agent must keep hands off the headman.

Thus, though the viewers may not see as much gunplay or heroic deeds in T-Men as they see when one of the fictional private eyes go in action, they can rest assured that what they see on T-Men is authentic and has actually happened in real life.

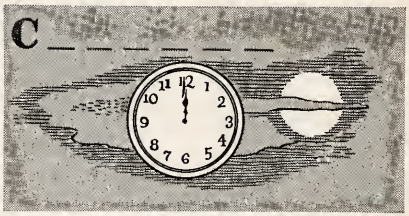
Children's TV NOOK

WHAT STARS OR SHOWS ARE THESE?

The pictures in this puzzle represent the names of TV performers or shows. Can you figure out what they are? Check your answers in next week's TV Digest.

1.

2.



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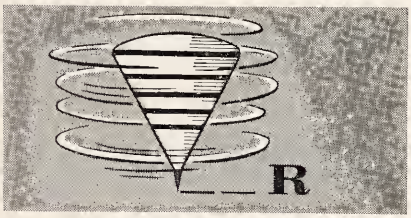

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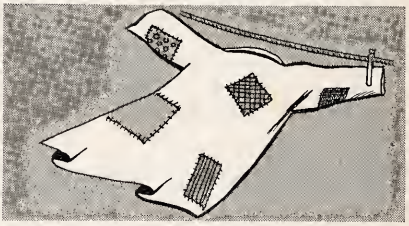

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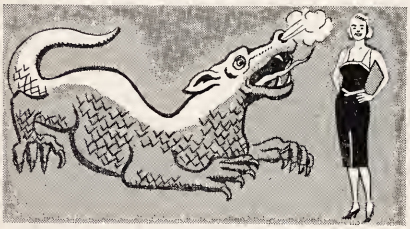

8.

Answers to last week's word game.

alas	dean	lad	leave	sand	sale
ale	delve	land	leaves	save	seen
an	den	lane	led	saved	send
and	ease	lava	lee	sea	van
as	end	lead	naval	see	
bale	evade	lean	nave	seed	
dale	even	leaned	navel	sad	

Sports Glimpses

By HARVEY POLLACK

Red Auerbach, coach of the Boston Celtics, has the story to end all stories in evaluating TV's worth.

The Celtics have been averaging about 3000 fans or so at their games in the Hub despite having some of the greatest talent in pro basketball in Bob Cousy, Bill Sharman, and Ed Macauley. So several weeks ago they televised a game with New York which wound up 103-100 in Boston's favor. This game caused such an upheaval in Boston that papers, radio and TV stations were bombarded with questions about basketball.

People wanted to know how to see the Celtics play. They wanted to know who Cousy was. The managing editor of one newspaper became a fan in one game. He ordered his sports editor to go all out in publicizing the sport. Another paper devoted a whole page to explaining the sport of basketball, using Auerbach's new book and its diagrams for examples. The owner of the TV station that carried the game also owns a string of radio stations throughout New England. And the Celtics got themselves about $5,000 worth of free publicity as the Boston doings were heralded.

With all this buildup, after the televising of only one game, the Celtics were set for their next home contest. But they weren't set for what happened. For more than 13,000 people, the largest crowd in the history of the team, packed the arena to see the game. And mind you, the game was televised too.

The Celtics thought it might be just a one-time deal, but in the next game on a snowy night, more than 8500 people came to the game. And the crowds have been staying high ever since even though the games are still televised on Sunday afternoons.

Anyway, here's an example of how TV helps attendance to ram down the throats of such disbelievers as the NCAA.

Television SERVICE DIRECTORY

INSTALLATION • SERVICE • CONTRACTS

PHILADELPHIA

ABC APPLIANCE SERVICE
4812 N. Broad St. GL 5-0587, MI 4-8391

A.T.S. TELEVISION, INC. 24 Hr. Service
1514 Shunk St. HO 2-4612

BERGDOLL'S, INC.
2720 W. Girard Ave. PO 5-2960
3409-11 Germantown Ave. RA 5-7012
3235 N. Front St. RE 9-7309

FIDELITY TELEVISION SERVICE HA 4-6092
6021 Ogontz Ave. SA 2-0415

LEVIN'S Fast TELEVISION SERVICE
3064 Kensington Ave. GA 3-8500

LOCUST TV, RADIO & APPLIANCE CO.
Service all makes of TV and Radio
138 South 52nd St. GR 6-1692

MARLEE TELEVISION SERVICE
5600 Pine St. GR 6-7522

MOTOROLA PHILADELPHIA COMPANY
120 S. 30th St. EV 2-4900

STATE WIDE TEL. SER. CO.
2443 N. 29th St. BA 9-2200

TAYLOR'S TV SERVICE for GERMANTOWN
5526 Germantown Ave. GE 8-0922

WORLD TELEVISION & SERVICE CO.
52nd St. & Baltimore Ave. } GR 4-0048
5610 N. Broad St. }

PENNSYLVANIA

HATBORO APPLIANCE CORP.
House of Television
13 N. York Road Hatboro 1055

NEW JERSEY

SCOTTY'S TELEVISION SERVICE
830 S. 6th St., Camden Woodlawn 3-0078

Norman Brooks Is a Triple Threat Man

FOOTBALL isn't the only field in which triple threat men appear. Norman Brooks has added television to that category by his versatile talents before the WPTZ cameras.

Norman can do a lot of things and does them all well. He does four news shows daily. In the sports line, he spiels off with Sports Final each week. As a host and genial emcee, Norm excels on Pick Your Ideal.

In each sphere he's had the background to make him an expert. In the news line, he's been doing that type for over two years on TV and previously had worked in radio stations in Ithaca, Atlantic City, and Norristown. As a sports background, the 5 foot 8 inch announcer had a playing career which included free style and backstroking on Atlantic City High's and Cornell's swimming squad and a berth on Cornell's 150-pound football team. Moreover, he also did play by play accounts of various sports on radio stations and served as sports director also.

When it comes to his acting ability, the hazel-eyed Philadelphia native (although he spent most of his life in Atlantic City) has lots of education. He majored in dramatics and public speaking at Cornell, performed for the Big Red dramatic club whose grads included Dan Duryea, Franchot Tone, and Adolphe Menjou, and attended the Royal Academy of Dramatic Arts in London.

"And yet I'm not doing much acting," he confesses. "I have the ham in me and I want to act. I also like to write and have a three-act play all done."

There have been many high spots in the life of the 32-year-older. His knowledge of French was so good that he spent his service days with the French Army as an American Liason Officer and received the Croix de Guerre for his work in North Africa, Italy, and Southern France.

If you've noticed a scar on his left cheek, that mark came about during the war at Heidelberg, Germany. He was driving a jeep and he hit a mine which blew up and sent him to the hospital for major repairs.

Other facts: He and Bob Graham played brothers in the senior play at Atlantic City; lives in St. Davids with his wife and 5-year-old son; has to get up daily at 5 A.M., recalls the time Ernie Kovacs threw a blanket over his head while he was reading the news, and finds his pockets empty during the month of January as the birthdays of his son, wife, father-in-law and himself and his anniversary and that of his parents fall in that span.

See

CHIEF HALFTOWN'S STAR PERFORMERS

Fun . . . acts . . . prizes

If you're a talented youngster, see how YOU can be a "star performer" in your neighborhood.

Saturdays **11** *A.M.*

WFIL-TV

CHANNEL 6

The Philadelphia Inquirer Station

every weekday morning . . .

Bill

SEE SEARS!

WCAU-TV

8:05 on channel 10

★ NEWSPAPER

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